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SARDAR PATEL UNIVERSITY

TY B.B.A - ITM Semester - V (CBCS) Examination

2016

Tuesday, 22<sup>nd</sup> November

02.00 p.m. to 04.00 p.m.

Principles of Marketing Management (UM05EBBI01)

Total Marks : 60

NOTE: Figures to the right indicates marks.

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Q.1 Examine the Nature and Core concepts of Marketing. (15)

OR

Q.1 Explain the concept of the Marketing. Describe the micro and macro environment in marketing management. (15)

Q.2 What is Market Segmentation? Explain any two bases of Market Segmentation with sub points. (15)

OR

Q.2 Explain the scope and process of the buyer behaviour in the modern life style. (15)

Q.3 Explain the New Product Development Process. Examine the types of Channel of Distribution. (15)

OR

Q.3 Describe the concept of Pricing. Examine the methods of pricing. (15)

Q.4 Explain the concept of Sales Promotion. Write in brief about tools of Sales Promotion. (15)

OR

Q.4 Examine the selection and compensation plan for Sale force Management. (15)

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