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SEAT No. \_\_\_\_\_

SARDAR PATEL UNIVERSITY

3<sup>rd</sup> year BBA – ITM (4years) EXAMINATION

SEMESTER – V

Friday, 26<sup>th</sup> October, 2018

10.00 A.M TO 12.00 P.M.

SUBJECT: Principles of Marketing Management

CODE: UM05EBBI01

- Note: 1. Figure to the right indicates full marks.  
2. All questions carry equal marks.

Total Marks: 60

- Q.1 Explain philosophises of marketing management. (15)
- OR
- Q.1 Discuss in detail factors affecting marketing environment. (15)
- Q.2 Discuss consumer buying process. (15)
- OR
- Q.2 Discuss in detail bases of market segmentation. (15)
- Q.3 Explain in detail product life cycle. (15)
- OR
- Q.3 Discuss pricing policies with suitable examples. (15)
- Q.4 What is sales promotion? Explain different tools of consumer sales promotion. (15)
- OR
- Q.4 Discuss methods of compensation to salesman. (15)

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