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

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# SARDAR PATEL UNIVERSITY

## S.Y. B. B. A. (HONOURS) (ITM 3 YEAR)

External Examination April 2018

Semester IV

Day: Monday

Date: 16<sup>th</sup> APRIL, 2018

Session: Morning

Time: 10:00 A.M. TO 12:00 P.M.

Subject Code:

U M 0 4 E B B I 0 6

Subject Title: **MARKETING MANAGEMENT -II**

**Total Marks: 60**

Note:

All the questions are compulsory.

Draw diagrams and cite examples wherever necessary.

Q. 1 Describe the term marketing research? Also explain steps of [15]  
marketing research process.

OR

Q. 1 (a) Explain data collection methods in brief. [07]

(b) Write short note on sampling methods. [08]

Q.2 Write a detail note on the Consumer Protection Act-1986. [15]

OR

Q.2 Define the concept of service. Also discuss characteristics and [15]  
classification of service.

Q. 3 Explain the conceptual framework of 5M's of advertising in [15]  
detail.

OR

Q. 3 Discuss the term advertising. Also explain objectives and [15]  
importance of advertising.

Q. 4 Write short note on

(a) Components of layout [07]

(b) Copy testing methods [08]

OR

Write short note on

Q. 4 (a) Types of ad campaign [07]

(b) Types of appeals [08]

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