

[2/A-2]

**Sardar Patel University****BBA(General) : Semester –IV****Date: 11/04/2019, Thursday****Session: Morning****Time: 10.00 to 12.00 P.M****Subject/Course Title: Marketing Management-II****Subject/Course Code: UM04CBBA01****Total Marks: 60****Note : (1) Figure to the right indicate full marks of the question .**

- Q-1 A.) Discuss various factors influencing the behavior of buyer. [10]  
B.) Write note on process of market segmentation. [05]  
OR
- Q-1 A.) What is market segmentation? Explain various bases of market segmentation. [10]  
B.) Write note on – Types of buying decision [05]
- Q-2 What is consumerism? Discuss various causes of consumerism in detail. [15]  
OR
- Q-2 A.) Explain Consumer Protection Act in brief with its provisions. [10]  
B.) Write on – Consumer movement [05]
- Q-3 What is service marketing mix? Explain various components of service marketing mix in detail. [15]  
OR
- Q-3 Define service marketing. Describe characteristics and classification of services in detail. [15]
- Q-4 Write note on: [15]  
a.) Direct Marketing  
b.) Online Marketing  
OR
- Q-4 Explain Social Marketing and Relationship Marketing in the context of Indian perspective. [15]