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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
SYBBA. (Honors) (Information Technology Management) EXAMINATION
SEMESTER - IV
Thursday, April 11, 2019
10.00 A.M. TO 12.00P.M.
SUBJECT: Marketing Management -II
CODE: UM04EBBI06

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

TOTAL MARKS: 60

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| Q.1 | Explain in detail process of marketing research. | (15) |
| OR | | |
| Q.1 | Discuss types of research designs. | (15) |
| Q.2 | What is service Marketing? Explain characteristics of services. | (15) |
| OR | | |
| Q.2 | Discuss consumer protection Act. | (15) |
| Q.3 | Explain in detail importance of advertising. | (15) |
| OR | | |
| Q.3 | Discuss types of advertising medias with suitable examples. | (15) |
| Q.4 | Elaborate components of Advertising layout with examples. | (15) |
| OR | | |
| Q.4 | List out methods of copy testing. Discuss in detail pre testing methods. | (15) |

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