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SARDAR PATEL UNIVERSITY
T.Y. BBA (ITM) Examination, (CBCS) VI - Semester
Thursday, 09/04/2015
Morning Session Time: 10:30 am To 12:30 pm
(UM06EBBI01)
Practices of Marketing Management

Total Marks: 60

Note: Figures to the right indicate marks.

- Q. 1 (A) Discuss in detail various methods of sampling. (08)
(B) Explain the research design. (07)

OR

- Q. 1 Explain the introduction of Research? Examine the research process. (15)
Q. 2 What is consumerism? Explain the Consumer Protection Act, 1986. (15)

OR

- Q. 2 Discuss the history of consumerism. Explain the causes of consumerism. (15)
Q. 3 (A) Elaborate the characteristics of service marketing. (08)
(B) Examine the five dimensions of services. (07)

OR

- Q. 3 Explain the Classification of Services. (15)
Q. 4 Elaborate nature & significance of rural marketing. (15)

OR

- Q. 4 Describe the scope & taxonomy of rural market. (15)
