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(A-17) SARDAR PATEL UNIVERSITY

BBA (ISM) – VI SEMESTER (CBCS)

Wednesday, 25th March, 2015

Time: - 02.30 A. M. TO 04.30 P.M.

Subject Code: - UMO6EBBS01

Subject Title: - Marketing Management-II

Total Marks: - 60

Q.1 What is marketing Environment? Discuss in detail demographic & social culture environment. (15)

OR

Q.1 Discuss in brief Issues & challenges in marketing in India. (15)

Q.2 What is rural marketing? Discuss in detail facts of rural markets. (15)

OR

Q.2 Discuss in brief myths of rural markets. (15)

Q.3 What is research design? Discuss in brief types of research design. (15)

OR

Q.3 What is Sampling? Discuss in detail types of sampling. (15)

Q.4 What is Green marketing? Discuss in brief importance of green marketing in India. (15)

OR

Q.4 Discuss in detail product system life cycle. (15)

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