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SARDAR PATEL UNIVERSITY **BBA** [ISM] Examination

VI - Semester (CBCS)
Tuesday, 05th April 2016
Morning Session: 10:30 A.M. TO 12:30 P.M
Subject Code: UM06CBBS07

Marketing Management - II

Total Marks: 60

Note	2. Aı	gures to the right indicate marks of the questions. asswers should be precise and to the point.	
Q. 1		Explain the concept of Indian Marketing Environment. Examine the recent shifts of Marketing Management.	(15)
		OR	
Q. 1		Elaborate the competitive forces and its strategies.	(15)
Q. 2	(A)	Examine the process of marketing research.	(08)
	(B)	Explain the major types of research design.	(07)
		OR	
Q. 2		Elaborate the steps and contents of research reports.	(15)
Q. β		Explain the concept of retailing. Elaborate the opportunities in Retailing.	(15)
		OR	
Q. 3		Describe the process of retail management decision.	(15)
Q. 4		Examine the methods of advertising.	(15)
		OR	
Q. 4		Explain the overview of Web Marketing. Elaborate the significance of Web Marketing	(15)