

(A-45) Seat NO: _____

No of printed pages: 1

SARDAR PATEL UNIVERSITY

B.B.A VI (Semester) Examination (NC-2010)

09th May 2016 (Monday)

02.30 pm to 04.30 pm

UM06EBBS01 Marketing Management-II

Total Marks: - 60

- Q.1 What is Marketing Environment? Discuss in brief how to affect Economic & political environment in marketing activities. (15)
- OR
- Q.1 Discuss in detail how to affect demographic environment & socio cultural environment. (15)
- Q.2 What is Rural marketing? Discuss in brief importance of rural marketing in India. (15)
- OR
- Q.2 (A) Write a note on Myths about rural markets. (08)
- (B) Discuss in brief facts of rural markets. (07)
- Q.3 What is Marketing Research? Discuss in brief types of research design. (15)
- OR
- Q.3 What is Sampling? Discuss in brief various techniques of sampling. (15)
- Q.4 What is Green marketing? Discuss in detail importance of green marketing in India. (15)
- OR
- Q.4 (A) Write a note on product system life cycle. (05)
- (B) Discuss in detail Green marketing mix & its strategy. (10)

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(1)