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[6/A-3]

Seat No.: \_\_\_\_\_

No. of Printed Pages: - 01

**SARDAR PATEL UNIVERSITY**  
**BBA (ISM) VI - SEMESTER (CBCS)**  
**Friday, 6<sup>th</sup> April 2018**  
**10.00 AM to 12.00 PM**  
**Marketing Management - II (UM06CBBS07)**

Total Marks: 60

Note: Figures to the right indicate marks of the questions.

Q.1. Explain the concept of Indian Marketing Environment. Describe the forces of Macro Environment. (15)

OR

Q.1 Elaborate the Competitive Forces and it's Strategies of Marketing Environment. (15)

Q.2 Elaborate the scope the Marketing Research. Explain the methods of Samplings. (15)

OR

Q.2 Examine the concept of Marketing Research. Explain the major types of Research Design. (15)

Q.3 Explain the concept of Retailing. Examine the functions performed by Retailers. (15)

OR

Q.3 Elaborate the process of Retail Management Decision. (15)

Q.4 Explain the methods of Advertising. (15)

OR

Q.4 State the Advantages and Limitation of Internet Advertising compared to Traditional Medias. (15)