

[6] SEAT No. _____

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SARDAR PATEL UNIVERSITY
TYBBA. (Honors) (Information Technology Management) EXAMINATION
SEMESTER - VI
Monday, April 2, 2018
10.00 A.M. TO 12.00P.M.
SUBJECT: Practices of Marketing Management
CODE: UM06EBBI01

Note: 1. Figure to the right indicates full marks.
 2. All questions carry equal marks.

TOTAL MARKS: 60

Q.1 Discuss in detail marketing research process. (15)

OR

Q.1 Discuss in detail types of research designs. (15)

Q.2 What is consumerism? Explain in detail history of consumerism. (15)

OR

Q.2 Discuss consumer protection Act. (15)

Q.3 What is service marketing? Explain in detail characteristics of service marketing. (15)

OR

Q.3 Discuss various modes of classification of services (15)

Q.4 What is rural marketing? Discuss importance of rural marketing. (15)

OR

Q.4 (a) Write a note on taxonomy of rural market. (07)

(b) Write nature of rural marketing. (08)