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SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY  
BBAITM (3 years) (Sixth Semester) CBCS Examination  
5<sup>th</sup> April, 2018, Thursday  
10.00 a.m. to 12.00 p.m.  
Advanced Marketing Management-II (UB06EBB110)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) Define social media marketing and discuss the Social media platforms. (15)

OR

Q.1) Explain the Benefits of Social Media marketing to individuals and business. (15)

Q.2) Explain the types of brand and significance of branding. (15)

OR

Q.2) Explain the challenges of branding decisions. (15)

Q.3) Discuss in detail the reasons for adapting green marketing. (15)

OR

Q.3) Explain the challenges ahead of green marketing. (15)

Q.4) Discuss in detail the Components of E-commerce (15)

OR

Q.4) Write a note on ten original dimensions of service quality (15)

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