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Sardar Patel University

BBA (ISM) VI Semester Examination

Tuesday, 02<sup>nd</sup> April 2019

Time: 10:00 A.M. to 12.00 P.M.

UM06CBBS07: Marketing Management-II

Total Marks: 60

Q.1 What is Marketing Environment? Discuss in detail macro environment forces. (15)

OR

Q.1 Elaborate in detail Competitive Forces And It's Strategies. (15)

Q.2 What is Marketing Research? Discuss in detail process of marketing research. (15)

OR

Q.2 What is Sampling? Discuss in detail various types of sampling methods. (15)

Q.3 What is Retailing? Discuss in detail functions performed by retailers. (15)

OR

Q.3 Discuss in detail retail management decision process. (15)

Q.4 What is Web Marketing? Discuss in detail significance of web marketing. (15)

OR

Q.4 Examine the methods of advertising. (15)

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