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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
TYBBA. (Honors) (Information Technology Management) EXAMINATION
SEMESTER - VI
Thursday, March 28, 2019
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 Explain in detail methods of data collection. (15)

OR

Q.1 Discuss process of data analysis. (15)

Q.2 What is consumerism? Explain causes of consumerism. (15)

OR

Q.2 Discuss consumer protection Act. (15)

Q.3 Discuss Five Dimensions of Service with examples. (15)

OR

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

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

OR

- Q.4 (a) Scope of rural marketing (07)
 (b) Taxonomy of rural marketing. (08)

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