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SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

T. Y. B. B. A. (ITM)

External Examination : April 2019

Semester VI

Day: Monday

Date: 1st April, 2019

Session: Morning

Time: 10:00 A.M. TO 12:00 P.M.

Subject Code:

U M 0 6 E B B I 1 0

Subject Title: Advance Marketing Management II

Total Marks: 60

Note:

Write according to time and marks.

Q. 1 Explain the term Social Media Marketing. Also explain various [15]
platforms of social in detail.

OR

Q. 1 How social media is beneficial to individuals as well as businesses? [15]
Discuss with Suitable examples.

Q.2 What you understand by the word "brand"? Also explain various [15]
types of brand in detail.

OR

Q.2 Write a short note on Branding Decisions. [15]

Q. 3 (A) Discuss major challenges ahead of green marketing in brief. [10]

(B) Write short note on Green Marketing Mix. [05]

OR

Q. 3 Describe the word Green Marketing. Also explain reasons for [15]
adoption of Green Marketing.

Q. 4 Define the word service quality. Also explain ten original dimensions [15]
of it.

OR

Q. 4 Describe online marketing. Also explain advantages and growth of [15]
online marketing in detail.

*****X*****

(1)