

**SARDAR PATEL UNIVERSITY**  
**BBA (III-Sem.) EXAMINATION**  
**Wednesday 2<sup>nd</sup> January, 2013**  
**2.30 - 4.30 pm**  
**UM03EBBF01 : Marketing Management**

Total Marks : 60

- Q.1 (a) Differentiate between Selling & Marketing company orientation towards market place. Discuss, when each one is appropriate. (07)  
 (b) Define Marketing Management and explain it in relation to different demand levels. (08)
- OR**
- Q.1 (a) Write a note on Marketing Process. (07)  
 (b) Write on "Holistic" philosophy of marketing. (08)
- Q.2 (a) Write on "Product Mix" with its dimensions and rationale for addition or deletion of each dimension from existing Product Mix. (07)  
 (b) Discuss factors influencing pricing decisions. (08)
- OR**
- Q.2 (a) Discuss factors influencing channel design decisions. (07)  
 (b) Write on "Communication Mix" with meaning and characteristics of each elements of it. (08)
- Q.3 (a) Enumerate basis for Market Segmentation and write on Demographic base with examples. (07)  
 (b) Discuss Market Segmentation procedure. (08)
- OR**
- Q.3 (a) Write on Patterns of Market Segmentations. (07)  
 (b) Define Market Segmentation and explain its significance. (08)
- Q.4 (a) What is Customer Relationship Management ? Why it is gaining increasing acceptance by business community. (07)  
 (b) Write on "CRM" essentials and how concept of CRM can be implemented ? (08)
- OR**
- Q.4 (a) What is "e-CRM" and discuss challenges to adopt and implement the concept in India. (07)  
 (b) Write on Evolution and types of "CRM" in brief. (08)

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