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SARDAR PATEL UNIVERSITY
BBA (ITM) IIIrd - SEMESTER (3 Years)
Saturday, 9th January 2021
10.00 AM to 12.00 PM
Marketing Management – I (UM03DBBI22)

Total Marks: 60

Note: Figures to the right indicate marks of the questions.
Write **Any Four** questions out of **Eight** questions.

- Q.1. Explain the importance of marketing in Business and Indian Economy. Describe the micro environment in marketing. (15)
- Q.2. Examine the nature and scope of the marketing. (15)
- Q.3. Elaborate the model and scope of buyer behavior. (15)
- Q.4. Examine the major influencing factors of buyer behavior. (15)
- Q.5. Describe the concept of marketing mix. Explain the process of new development product. (15)
- Q.6. Elaborate the method of pricing. (15)
- Q.7. Describe the role of sales promotion tools for consumer. (15)
- Q.8. Explain the concept of sales promotion. State the compensation of sale force management. (15)

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