

SEAT No. _____

No. of Printed Pages: 01.

[35]

SARDAR PATEL UNIVERSITY

S Y BBA (ITM) - 3 Years

Semester III

External Examination November/December 2020

Day: ~~Fri~~ day

Date: 8th January, 2021

Session: Morning

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

Subject Code: UM03DBBI52

Subject Title : MARKETING MANAGEMENT I

Total Marks: 70

Note:

Write any Four out of Eight.

All questions carry equal marks.

- Q. 1 Write a detailed note on marketing environment.
- Q. 2 Define the term marketing. Also discuss nature, scope and importance of marketing in detail.
- Q.3 Explain various types of buying decisions.
- Q.4 Narrate major factors influencing buyer behavior in detail.
- Q.5 Write short note on
(A) Factors affecting channel of distribution
(B) Functions of intermediaries
- Q.6 (A) Explain meaning of product. Also discuss product life cycle in detail.
(B) Write short note on price mix.
- Q.7 Discuss concept and tools concern with sale promotion in detail.
- Q.8 Write detail note on sales force management.

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