Seat No.:_____

No. of Printed Pages: 01

(12) SARDAR PATEL UNIVERSITY

SYBBA Information Technology and Management(3 Years) (3ʳᵈ Semester)

Wednesday, 30ᵗʰ November, 2016

Session: Evening Time: 2.00 P.M. TO 4.00 P.M.

Subject/Course Code:

U	M	0	3	E	B	B	I	0	4

Subject: MARKETING MANAGEMENT PAPER –I

Total Marks: 60

Note: 1. Figure to the right indicates full marks.
2. All questions carry equal marks.

Q.1 (a) What is marketing management? Explain importance of marketing management to Indian economy. [07]

(b) Discuss philosophies of marketing management. [08]

OR

Q.1 Discuss factors affecting marketing environment. [15]

Q.2 Define market segmentation. Explain bases of market segmentation with examples. [15]

OR

Q.2 Explain in detail factors affecting consumer behavior by giving suitable examples. [15]

Q.3 Explain in detail product life cycle with diagram. [15]

OR

Q.3 What is pricing? Explain pricing policies with suitable examples. [15]

Q.4 What is sales promotion? Explain tools of sales promotion. [15]

OR

Q.4 What do you mean by Sales force management. Discuss methods of compensation to sales force. [15]

****