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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
2nd YEAR BBA – ITM (3years) EXAMINATION
SEMESTER-III

Tuesday, 20th November, 2018
2.00 P.M TO 4.00 P.M.
SUBJECT: Marketing Management-I
CODE: UM03EBBI04

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

Total Marks: 60

Q.1 Explain in detail importance of marketing management to business and Economy. (15)

OR

Q.1 What is marketing management? Explain philosophies of marketing management. (15)

Q.2 Explain in detail consumer buying process. (15)

OR

Q.2 What is market segmentation? Explain bases of market segmentation. (15)

Q.3 What is product? Discuss product life cycle. (15)

OR

Q.3 What is distribution? Discuss factors affecting channels of distribution. (15)

Q.4 Write note on:

- (a) Sales force selection process (08)
(b) Sales force compensation (07)

OR

Q.4 What is sales promotion? Explain different tools of consumer sales promotion with examples. (15)

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