

(12) SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
BBA LLB (Hon) Examination, VIth –Semester
2017
Saturday, 1st April
10:00 A.M. To 12:00 P.M.
UL06CBBH01: Marketing Management-II

Total Marks: 50

Instructions:

- ❖ All the questions are mandatory.
- ❖ Each question carries certain marks. The mark for each question is stated at the right end of the question.
- ❖ Read the instructions very carefully. Also read the questions carefully before attempting to answer the questions.

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- Q-1 Discuss various objectives and types of advertising with suitable example. 13
- OR
- Q-1 What do you mean by term "Advertisement"? Explain developing effective advertising programmes in detail. 13
- Q-2 What is Salesmanship? What are the knowledge needs of a successful sales person? 12
- OR
- Q-2 Discuss the term sales force management and explain the steps in sales force management. 12
- Q-3 Discuss the different channel levels in detail with diagram and example. 13
- OR
- Q-3 What is channel of distribution? Write different steps involved in the selection of channel for consumer and business markets. 13
- Q-4 Explain direct marketing with the different types of direct marketing. 12
- OR
- Q-4 What are the benefits of direct marketing to the customers and the marketers? 12

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