

[54]

SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR – 388 120

B.Com. → II SEMESTER (CBCS) EXAMINATION

MONDAY, NOVEMBER 18, 2019

UB01DCOM56 PRINCIPLES OF MARKETING-II

TIME: 10.00 A.M. TO 1.00 P.M.

TOTAL MARKS: 70

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the meaning and the elements of the marketing promotion. (18)
OR
- Q.1 Explicate the meaning, functions and the objectives of Advertising. (18)
- Q.2 Elucidate the concept of Market Targeting and Market Positioning. (17)
OR
- Q.2 Explain in detail the meaning and bases of market segmentation with the help of relevant examples. (17)
- Q.3 Explain the meaning and the factors affecting buyer's behavior. (18)
OR
- Q.3 Explicate the meaning of marketing research and describe the process of marketing research. (18)
- Q.4 Clarify the concept of services and Explain the classification of services. (17)
OR
- Q.4 Write a note on: (a) Importance of Services Marketing and (b) Strategies for Marketing of Services. (17)