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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
Examination 2018-19
Principles of Marketing II (UB01DCOM26)
SEMESTER- I
FYBCOM

Date: 27/10/2018, Saturday
Time: 10:00 AM to 12:00 PM

Total Marks: 60

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| Q.1 | Define Advertising and discuss its objectives. | (15) |
| | OR | |
| Q.1 | Explain 5 M's of Advertising Decision | (15) |
| Q.2 | Explain the Bases of Market Segmentation | (15) |
| | OR | |
| Q.2 | Explain techniques of market positioning. | (15) |
| Q.3 | Explain the process of Marketing Research. | (15) |
| | OR | |
| Q.3 | Discuss the factors affecting consumer behaviour | (15) |
| Q.4 | Discuss the concept and characteristics of Service marketing | (15) |
| | OR | |
| Q.4 | Write a note on service marketing mix. | (15) |

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(1)