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SEAT No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY

B.Com FIRST SEMESTER (CBCS) EXAMINATION

WEDNESDAY, OCTOBER 24, 2018

UB01ECOM06 PRINCIPLES OF MARKETING-II

TIME: 10:00 A.M. TO 12:00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the meaning, functions and objectives of Advertising. (15)
OR
Q.1 Elucidate the concept and tools of Sales Promotion. (15)
Q.2 Explicate the meaning and bases of Market Segmentation. (15)
OR
Q.2 Write a note on Market Targeting and Market Positioning. (15)
- Q.3 Explain the meaning of consumer behavior and discuss the factors affecting buyer's behavior. (15)
OR
Q.3 Define Marketing Research and Describe the process of Marketing Research. (15)
- Q.4 Explain the concept and classification of Services. (15)
OR
Q.4 Discuss the importance of Service Marketing and Briefly Discuss Strategies for Marketing of Services. (15)

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