



Seat No.: _____

No. of Printed Pages: 1

[32]

SARDAR PATEL UNIVERSITY

Bachelor of Commerce (Semester 6) Examination - 2023

UB06DCOM62/32 : Business Management XII

Date: 13th April 2023, Thursday

Time: 10:00 AM to 01:00 PM

Total: 70 Marks

Note : Figure to the right indicate full marks of the question .

- Q-1 Explain consumer behavior in retail and various factors affecting consumer decision making. [18]
- OR
- Q-1 Discuss in detail various stages of consumer decision making process.. [18]
- Q-2 Describe retail pricing objectives and pricing strategies in detail. [17]
- OR
- Q-2 Discuss External Influences on Retail Pricing Strategy and methods of setting retail prices. [17]
- Q-3 Explain CRM Strategies and Loyalty programmes in brief. [18]
- OR
- Q-3 Discuss evolution of customer relationship management and classification of Loyalty Programme. [18]
- Q-4 .Write notes on: [17]
- 1.) Selection of promotion mix
- 2.) Media selection
- OR
- Q-4 Explain in brief sales promotion , advertising and publicity. [17]

— X —