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SARDAR PATEL UNIVERSITY

B.COM. (IIIRD SEMESTER) ON DEMAND EXAMINATION

UB03DCOM62: BUSINESS MANAGEMENT-VI (MARKETING MANAGEMENT-II)

WEDNESDAY, DATE: 01-03-2023, TIME: 02-00 P.M. to 05-00 P.M.

Total Marks: 70

- Q-1 State the need of Environment Analysis. 18
- OR
- Q-1 Explain the importance of Environment Analysis. 18
- Q-2 What is consumer behaviour? Discuss its determinants. 17
- OR
- Q-2 Describe the stages of buying process. 17
- Q-3 Discuss the basis of market segmentation. 18
- OR
- Q-3 State the advantages of market segmentation. 18
- Q-4 Define service and discuss the determinants of service quality. 17
- OR
- Q-4 Explain 7 P's of services. 17

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