

[56] Seat No: _____



No. of printed pages : 01

SARDAR PATEL UNIVERSITY
B.Com. (III - Semester) Examination
Wednesday, 1st March, 2023
2.00 pm - 5.00 pm
UB03DCOM82 - Business Management - VI

Total Marks: 70

Note: Figures to the right indicate marks.

Q.1 Explain the Macro Environment's of Company in detail. (18)

OR

Q.1 Explain the need for Environmental Analysis. (18)

Q.2 What is Buyer Behaviour ? Explain its determinants. (17)

OR

Q.2 Explain the various stages of Buying Process. (17)

Q.3 What is Marketing Segmentation ? Explain its Bases. (18)

OR

Q.3 Explain the various criteria of selecting Market Segmentation. (18)

Q.4 Explain the 7 P's of Service Marketing. (17)

OR

Q.4 Explain the various types of Services. (17)

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