

SEAT No. _____

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SARDAR PATEL UNIVERSITY
B.COM. (III- SEMESTER) EXAMINATION

SATURDAY, 9TH JAN. 2021
2 -00 P.M. to 4-00 P.M.

BUSINESS MANAGEMENT-VI (MARKETING MANAGEMENT-II): UB03DCOM32

Total Marks: 60

Note: Answer any four questions.

- Q-1 State the need and importance of Environment Analysis.
- Q-2 Discuss the various micro and macro environmental forces.
- Q-3 Define Buyer behaviour & discuss its determinants.
- Q-4 Describe the stages of Buying process.
- Q-5 Explain the advantages of Market Segmentation.
- Q-6 Discuss the bases of Market Segmentation.
- Q-7 Define Service and state its features.
- Q-8 Explain the 7 P's of service.

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