

SEAT No. _____

No. of Printed Pages : 01

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SARDAR PATEL UNIVERSITY
B.COM. (IIIRD SEMESTER) EXAMINATION

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

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

Total Marks: 60

Note: Answer any four questions.

- Q-1 Explain the importance of Environment Analysis.
- Q-2 Describe the various micro and macro environmental forces affecting company.
- Q-3 Define Buyer Behaviour. What are the determinants of buyer behavior?
- Q-4 Narrate the steps in consumer buying process.
- Q-5 Discuss the main criteria used to segment consumer markets.
- Q-6 What are the bases of market segmentation?
- Q-7 Define Service. What are the features of service?
- Q-8 Explain the 7 P's of services.

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