

SEAT No. _____
[37]

101

SARDAR PATEL UNIVERSITY

2nd YEAR BBA – ITM (3years) EXAMINATION

SEMESTER–III

Saturday, 18th November, 2017

2.00 P.M TO 4.00 P.M.

SUBJECT: Marketing Management-I

CODE: UM03EBBI04

- Note:
1. Figure to the right indicates full marks.
 2. All questions carry equal marks.

Total Marks: 60

- Q.1 What is marketing management? Explain philosophies of marketing management. (15)

OR

- Q.1 Explain in detail Micro environmental factors. (15)

- Q.2 Define consumer behaviour. Explain factors affecting consumer behaviour. (15)

OR

- Q.2 Explain briefly types of buying decisions. Discuss model of consumer behaviour. (15)

- Q.3 What is product mix? Discuss new product development process. (15)

OR

- Q.3 What is distribution? Discuss factors affecting channels of distribution. (15)

- Q.4 What is sales promotion? Explain different tools of consumer sales promotion. (15)

OR

- Q.4 Write note on:

- (a) Sales force selection process (08)
- (b) Sales force appraisal (07)

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