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**SARDAR PATEL UNIVERSITY**  
**BBA (General) (IV Semester) Examination**  
**Saturday, 16<sup>th</sup> April 2016**  
**10:30 am to 12:30 pm**  
**UM04CBBA01 – Marketing Management-II**

**Total Marks : 60**

**Note : Figures to the right indicate full marks.**

Q.1 What is market segment ? What is market segmentation ? Discuss (15)  
in detail several basis of market segmentation.

**OR**

Q.1 Depict and discuss a model of buyer behaviour. Also examine major  
Factors influencing the behaviour of buyer.

Q.2 What is consumerism ? Examine at length the causes of (15)  
consumerism. Also write a detailed note on consumer movement.

**OR**

Q.2 Discuss consumer protection Act in the light of some important  
provisions.

Q.3 Clarify the concept of a service product and discuss its (15)  
characteristics and classification.

**OR**

Q.3 What is a service quality ? What are its features ? Discuss how  
service quality is determined.

Q.4 Write a note on Social Marketing and Direct Marketing in Indian (15)  
perspective.

**OR**

Q.4 Write a note on Online Marketing and Relationship Marketing  
considering the present era.

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