

SEAT No. _____

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SARDAR PATEL UNIVERSITY**S.Y. B. B. A. (HONOURS) (ITM 3 YEAR)****External Examination April 2018****Semester IV****Day: Monday****Date: 16th APRIL, 2018****Session: Morning****Time: 10:00 A.M. TO 12:00 P.M.****Subject Code:****U M 0 4 E B B I 0 6****Subject Title:****MARKETING MANAGEMENT -II****Total Marks: 60****Note:**

All the questions are compulsory.

Draw diagrams and cite examples wherever necessary.

- Q. 1** Describe the term marketing research? Also explain steps of [15]
marketing research process.

OR

- Q. 1** (a) Explain data collection methods in brief. [07]
(b) Write short note on sampling methods. [08]

- Q.2** Write a detail note on the Consumer Protection Act-1986. [15]

OR

- Q.2** Define the concept of service. Also discuss characteristics and [15]
classification of service.

- Q. 3** Explain the conceptual framework of 5M's of advertising in [15]
detail.

OR

- Q. 3** Discuss the term advertising. Also explain objectives and [15]
importance of advertising.

- Q. 4** **Write short note on**

- (a) Components of layout [07]
(b) Copy testing methods [08]

OR**Write short note on**

- Q. 4** (a) Types of ad campaign [07]
(b) Types of appeals [08]