

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

[1/A-4]

**SARDAR PATEL UNIVERSITY**  
**BBA (IV-SEMESTER) EXAMINATION**

2018

Monday, 16<sup>th</sup> April

10-00 am -12-00 pm

**UM04CBBA01-MARKETING MANAGEMENT-II**

Total Marks: 60

- |     |   |    |
|-----|---|----|
| Q-1 | What is a buyer behavior? Depict and discuss in detail the model of buyer behavior.   | 15 |
| OR  |   |    |
| Q-1 | What is market segment? What is market segmentation? Discuss in brief the basis and process of market segmentation.   | 15 |
| Q-2 | Give the meaning of consumerism and examine its causes in detail.   | 15 |
| OR  |   |    |
| Q-2 | Write a detailed note on Consumer Protection Act safeguarding the interests of consumers in India.  | 15 |
| Q-3 | What is service marketing? Discuss the characteristics of services and classification of services in detail.  | 15 |
| OR  |   |    |
| Q-3 | Provide clarity on service quality and its components/dimensions. What is service quality failure? Which strategies are available to recover service quality failure? | 15 |
| Q-4 | Write a detailed note on (a) Direct Marketing and (b) Social Marketing.   | 15 |
| OR  |   |    |
| Q-4 | Discuss the role of (a) Relationship Marketing and (b) Online Marketing in practicing marketing concept.  | 15 |

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