

(A-43) Seat NO: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

BBA (ISM) V- SEMESTER EXAMINATION (NC)

9TH MAY 2016

2:30 P.M TO 4:30 P.M.

UM05CBBS07-MARKETING MANAGEMENT-I

TOTAL MARKS: 60

N.B All question carry equal marks

Q 1 What do you mean by marketing management? Explain its area in detail with examples (15)

OR

Q 1 Write a note on: Company orientation towards market place (15)

Q 2 What do you mean by Consumer Behavior? Explain Factors influencing consumer behavior in detail with examples (15)

OR

Q 2 Write a note on: Consumer buying decision making process (15)

Q 3 What do you mean by Product? Explain New Product development process in detail (15)

OR

Q 3 Explain Product life cycle in detail (15)

Q 4 What is pricing? Explain its objectives in detail (15)

OR

Q 4 Explain Pros and Cons of Media in detail with examples (15)

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