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SEAT No. _____

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SARDAR PATEL UNIVERSITY

3rd year BBA – ITM (4years) EXAMINATION

SEMESTER– V (NC)

Monday, 13th November, 2017

10.00 A.M TO 12.00 P.M.

SUBJECT: Principles of Marketing management

CODE: UM05EBBI01

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

Total Marks: 60

- Q.1 Explain importance of marketing management to business and Indian economy. (15)

OR

- Q.1 (a) Discuss core concepts of marketing management (10)
(b) Differentiate between selling and marketing. (05)

- Q.2 What are the different factors influencing buying behaviour. (15)

OR

- Q.2 Explain model of consumer behaviour. (15)

- Q.3 Discuss new product development process by giving example. (15)

OR

- Q.3 Explain factors affecting channels of distribution. (15)

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

OR

- Q.4 Explain selection process of sales force. (15)

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