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SARDAR PATEL UNIVERSITY
BBA [ISM] Examination
VI - Semester (CBCS)
Tuesday, 05th April 2016
Morning Session: 10:30 A.M. TO 12:30 P.M
Subject Code: UM06CBBS07
Marketing Management – II

Total Marks: 60

- Note: 1. Figures to the right indicate marks of the questions.**
2. Answers should be precise and to the point.

Q. 1 Explain the concept of Indian Marketing Environment. Examine the recent shifts of Marketing Management. (15)

OR

Q. 1 Elaborate the competitive forces and its strategies. (15)

Q. 2 (A) Examine the process of marketing research. (08)

(B) Explain the major types of research design. (07)

OR

Q. 2 Elaborate the steps and contents of research reports. (15)

Q. 3 Explain the concept of retailing. Elaborate the opportunities in Retailing. (15)

OR

Q. 3 Describe the process of retail management decision. (15)

Q. 4 Examine the methods of advertising. (15)

OR

Q. 4 Explain the overview of Web Marketing. Elaborate the significance of Web Marketing (15)
