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SEAT No. _____

SARDAR PATEL UNIVERSITY

[87A6]

BBA (ISM) SEM- VI EXAMINATION-2017

SUBJECT: MARKETING MANAGEMENT-II

SUBJECT CODE –UM06CBBS07

DATE: 06/4/2017 (THURSDAY)

TIME: 10:00 A.M TO 12:00 P.M

Note: figures to the right indicate marks.

Q 1 What do you mean by marketing management? Explain any three indirect forces influencing Marketing management in detail

(15)

OR

Q 1 Explain recent trends of marketing management in detail with examples

(15)

Q 2 "Now a day's research is a vital element for the success of any business" comment it. Explain Its procedure in detail

(15)

OR

Q 2 What is sampling? Explain non probability sampling methods in detail with suitable illustration

(15)

Q 3 What is retailing? Explain functions performed by retailers in detail

(15)

OR

Q 3 Explain opportunities in the world of retailing in detail

(15)

Q 4 What do you mean by Web marketing? Explain its significance in detail with illustration

(15)

OR

Q 4 explain pros and cons of web advertising in detail

(15)

—X—