

(5 & A-7)

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

TY B.B.A (ITM) (SEM – VI) (4 YEARS)

Friday, 31st March 2017

Time: 10.00 AM to 12:00 PM

Practices of Marketing Management

(UM06EBBI01)

Figures to the right indicates marks

Total Marks: 60

Q:1 What is marketing research? Explain in detail marketing research process. (15)

OR

Q:1 Explain methods of sampling by giving suitable examples. (15)

Q:2 Define Consumerism. What are the major reasons for Consumer Movement in India? (15)

OR

Q:2 Briefly explain the different laws prevailing our country to protect rights of consumers. Also provide highlights of Consumer Protection Act. (15)

Q:3(a) Define Service Marketing. Explain in detail how services can be classified? (08)

Q:3(b) What are the characteristics for Service Quality (07)

OR

Q:3 Explain with example Marketing Mix for services. (15)

Q-4 Explain the Structure and characteristics of Rural Marketing. (15)

OR

Q-4 Briefly explain the concept of Rural Marketing. What are the problems faced for Rural Marketing? (15)

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(1)