

(A-45) Seat NO: \_\_\_\_\_

No of printed pages: 1

**SARDAR PATEL UNIVERSITY**

**B.B.A VI (Semester) Examination (NC-2010)**

**09<sup>th</sup> May 2016 (Monday)**

**02.30 pm to 04.30 pm**

**UM06EBBS01 Marketing Management-II**

**Total Marks: - 60**

Q.1 What is Marketing Environment? Discuss in brief how to affect Economic & political environment in marketing activities. (15)

**OR**

Q.1 Discuss in detail how to affect demographic environment & socio cultural environment. (15)

Q.2 What is Rural marketing? Discuss in brief importance of rural marketing in India. (15)

**OR**

Q.2 (A) Write a note on Myths about rural markets. (08)

(B) Discuss in brief facts of rural markets. (07)

Q.3 What is Marketing Research? Discuss in brief types of research design. (15)

**OR**

Q.3 What is Sampling? Discuss in brief various techniques of sampling. (15)

Q.4 What is Green marketing? Discuss in detail importance of green marketing in India. (15)

**OR**

Q.4 (A) Write a note on product system life cycle. (05)

(B) Discuss in detail Green marketing mix & its strategy. (10)

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