

[1/A-4]

**SARDAR PATEL UNIVERSITY
BBA (IV-SEMESTER) EXAMINATION**

2018

Monday, 16th April

10-00 am -12-00 pm

UM04CBBA01-MARKETING MANAGEMENT-II**Total Marks: 60**

- Q-1** What is a buyer behavior? Depict and discuss in detail the model of buyer behavior. **15**
- OR**
- Q-1** What is market segment? What is market segmentation? Discuss in brief the basis and process of market segmentation. **15**
- Q-2** Give the meaning of consumerism and examine its causes in detail. **15**
- OR**
- Q-2** Write a detailed note on Consumer Protection Act safeguarding the interests of consumers in India. **15**
- Q-3** What is service marketing? Discuss the characteristics of services and classification of services in detail. **15**
- OR**
- Q-3** Provide clarity on service quality and its components/dimensions. What is service quality failure? Which strategies are available to recover service quality failure? **15**
- Q-4** Write a detailed note on (a) Direct Marketing and (b) Social Marketing. **15**
- OR**
- Q-4** Discuss the role of (a) Relationship Marketing and (b) Online Marketing in practicing marketing concept. **15**

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