

(134)  
(E+G)

SEAT No. \_\_\_\_\_

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY  
M. COM (FOURTH SEMESTER) (CBCS)

2018

WEDNESDAY, 28<sup>th</sup> MARCH

2.00p.m. TO 5.00p.m.

COURSE TITLE: MARKETING MANAGEMENT  
COURSE CODE: PB04CCOM02

Maximum Marks: 70

SECTION-I

Q.1. Explain the scope and types of the market in detail. 18

OR

Q.1. Explain, marketing as an exchange process. 18

Q.2. How Company can utilize organizational growth strategy for its development?  
Discuss in detail. 17

OR

Q.2. How Company is positioning the strategies for betterment? – Discuss. 17

SECTION-II

Q.3. Explain, classification of services with suitable illustrations. 18

OR

Q.3. Describe the reasons for the growth of service sector in detail. 18

Q.4. Explain the internet in Indian context in detail. 17

OR

Q.4. Describe the online advertisement in detail. 17

(P.T.O.)