



RAN-2408000703010001

S.Y.B.B.A. (NEP) (Sem. - III) Examination November - 2025

Marketing Management - Major

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

- Q. 1 Explain the Following in Brief. (Any Five) 10**
- Define Marketing Management.
 - List down various sources from where consumer can gather product Information.
 - List down any four elements of promotion mix.
 - What do you mean by POEM? (Only Concept)
 - Which of the following **is not** an element of Demographic Segment?
 - Age
 - Income
 - Occupation
 - Usage Pattern
 - What do you mean by First degree Price Discrimination?
 - Define Retailing.
- Q. 2 Differentiate Marketing Concept and Selling Concept. Also explain Scope of Marketing. 14**
- OR**
- Q. 2 a) Explain any two types of Factors Affecting Industrial Buying Behaviour in detail. 07**
b) Differentiate Consumer Market and Industrial Market. 07
- Q. 3 Discuss the evolution of Digital Marketing. Also explain difference between traditional Marketing & digital Marketing in brief. 14**
- OR**
- Q. 3 a) Explain Product classification (any one type) in detail. 07**
b) Explain Packaging with reference to Marketing Management in detail. 07
- Q. 4 Explain Any Three of the following in detail. 12**
- Functions of Wholesaling
 - Steps of developing effective communication
 - Strategies suitable for Decline Stage of Product Life Cycle
 - Technological Environment with reference to Marketing Management
 - Factors affecting Industrial Market (Any one factor)