

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

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[15]



SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR

BACHELOR OF COMMERCE (SEMESTER-1) (NC)

PRINCIPLES OF MARKETING-I (UB01DCOM55)

DATE: - 13/6/2022 , Monday

TIME:-9.00 to 11.00 p.m.

TOTAL MARKS: - 70

Note: - Figures to the right indicate marks

Q.1) Define marketing and discuss the philosophies of marketing with relevant example. (17)

OR

Q.1) Discuss the factors affecting consumer decision process. (17)

Q.2) Write a note on Product life Cycle with relevant strategies to be followed in each stage (18)

OR

Q.2) Describe packaging and labelling decisions. (18)

Q.3) Write a note on pricing methods (17)

OR

Q.3) Explain the Steps of the Price Determination Procedure (17)

Q.4) Explain the types of distribution channel. (18)

OR

Q.4) Discuss the functions of distribution channel in detail. (18)

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(1)