

[63]



Seat No: \_\_\_\_\_

No. of printed pages : 1

**SARDAR PATEL UNIVERSITY**

**B.COM. (III<sup>RD</sup> SEMESTER) EXAMINATION**

**UB03DCOM61: BUSINESS MANAGEMENT-V (MARKETING MANAGEMENT-I)**

**FRIDAY, DATE : ~~17-06~~ 2022, TIME: 12-00 P.M. to 02-00 P.M.**

**Total Marks: 70**

**NOTE: ANSWER ANY FOUR QUESTIONS.**

- Q-1** Discuss the core concepts of marketing.
- Q-2** Explain the various marketing management philosophies.
- Q-3** Narrate the New Product Development process.
- Q-4** Discuss the stages and strategies of Product Life Cycle.
- Q-5** Define Pricing and state its importance.
- Q-6** Describe the factors affecting pricing.
- Q-7** Explain the different factors affecting in choice of distribution channels.
- Q-8** Explain in brief various promotion tools.

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