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SARDAR PATEL UNIVERSITY

BACHELOR OF COMMERCE (SEMESTER-III) EXAMINATION-2022

UB03DCOM61/31:BUSINESS MANAGEMENT-V(MARKETING MANAGEMENT-I)

DATE: 16/11/2022 (WEDNESDAY)

TIME: 02-00 P.M. to 05-00 P.M.

Total Marks: 70

Q-1 Discuss the core concepts of marketing. 18

OR

Q-1 Write a detailed note on Marketing mix. 18

Q-2 Define PLC. Discuss its stages and strategies. 17

OR

Q-2 Describe the New Product Development process with illustration. 17

Q-3 What is Price? Explain its importance. 18

OR

Q-3 Discuss the factors affecting pricing. 18

Q-4 Explain the factors affecting choice of channels of distribution. 17

OR

Q-4 State the importance of promotion. 17

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