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No. of Printed Page: 01

SARDAR PATEL UNIVERSITY
B.COM. (Semester - III) Examination, November – 2022
UB03DCOM81 – Business Management – V (M.M.)

Date: 16/11/2022, Wednesday

Time: 2.00 p.m. To 5.00 p.m.

Total: 70 Marks

Note: Figure to the right indicate full marks of the questions.

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| Q:01(A) Explain in detail the core concepts of Marketing | 10 |
| Q:01(B) Discuss the Marketing Mix | 08 |
| OR | |
| Q:01(A) Define Marketing and Explain Importance of Marketing | 10 |
| Q:01(B) Explain functions of marketing in detail | 08 |
| Q:02(A) Define product and explain classification of product | 10 |
| Q:02(B) Explain new product development process | 07 |
| OR | |
| Q:02(A) Define concept of product life cycle and describe various stages of product life cycle | 10 |
| Q:02(B) Write a short note on: Branding, Packaging and Labelling | 07 |
| Q:03 What is price? and Explain importance of pricing | 18 |
| OR | |
| Q:03 Describe various factors affecting pricing | 18 |
| Q:04(A) Explain the meaning of channel of distribution and its objectives | 10 |
| Q:04(B) Explain various levels of channels | 07 |
| OR | |
| Q:04(A) Discuss essential factors affecting choice of channels of distribution | 10 |
| Q:04(B) Write note on Promotion | 07 |

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