

**SARDAR PATEL UNIVERSITY**  
**BBA (General) (III-Sem.) EXAMINATION**  
**Thursday, 27<sup>th</sup> December, 2012**  
**2.30 - 4.30 pm**  
**UM03CBBA01 : MARKETING MANAGEMENT**

Total Marks : 60

Q.1 Define marketing. State and explain the nature of marketing. (15)

**OR**

Q.1 "Marketing should aim at meeting a given customer need rather than selling a given product." Explain this statement with reference to concept of marketing. (15)

Q.2 "Product Planning is the starting point of planning in a firm". Discuss (15)  
state the product planning process with example.

**OR**

Q.2 Define product life cycle concept. What are the gradual stages in (15)  
the product life cycle of a particular product ?

Q.3 What is meant by Price ? What are the factors that influence price (15)  
decision ?

**OR**

Q.3 What are the various methods of Pricing ? Explain in detail. (15)

Q.4 Write Short Notes : **(ANY TWO)** (15)

1. Media of Advertising
2. Tools of Promotion
3. Factors influencing channel of distribution
4. Importance of Personal Selling

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