

SARDAR PATEL UNIVERSITY
S.Y.B.B.A. EXAMINATION
Monday, 26th November 2012
2.30 p.m. to 5.30 p.m.
UM03CBBA01 : Marketing Management I

Total Marks : 60

- Q. 1 (A) Differentiate between Selling and Marketing concepts. (08)
(B) Write on Marketing Environment. (07)
- OR**
- Q. 1 (A) Write on Holistic approach / philosophy of marketing management. (08)
(B) Briefly explain core concepts of marketing. (07)
- Q. 2 (A) Enumerate steps in developing new product and write on Idea (08)
Generating Techniques.
(B) Write on meaning and role of packaging in marketing. (07)
- OR**
- Q. 2 (A) Draw "Product Life Cycle" curve showing stages, enumerate major (08)
characteristics of each stages and related marketing objectives.
(B) Write on "Product Mix" with suitable examples. (07)
- Q. 3 What is "Price & Pricing"? Explain various factors influencing pricing (15)
decisions in detail.
- OR**
- Q. 3 Enumerate objectives of pricing decisions and write on various (15)
methods of pricing.
- Q. 4 (A) Write in brief on "Types & Tools of Promotion Mix" (08)
(B) Write on meaning & types of channels of distribution. (07)
- OR**
- Q. 4 (A) Write on "Advertising Media" with merits and demerits. (08)
(B) Write on factors affecting channels of distribution. (07)

