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SARDAR PATEL UNIVERSITY
B.B.A. (General) (III - Semester) Examination
Monday, 4th January, 2021
10.00 am - 12.00 pm
UM03CBBA52 : Marketing Management

Total Marks : 70

Notes : (i) All questions carry equal marks.
(ii) Attempt **Any Four**.

- Q.1 What is Marketing ? Explain the concepts of Marketing.
- Q.2 What is Marketing Management ? Explain Marketing Environment in detail.
- Q.3 What is Product ? Explain the Product Life Cycle in detail.
- Q.4 Explain the New Product Development Process.
- Q.5 What is Price ? Explain the Objectives of Pricing.
- Q.6 Explain the various factors affecting Pricing Decision.
- Q.7 What is Advertising ? Explain its Medias.
- Q.8 What is Channel of Distribution ? Explain the various factors affecting Channel of Distribution.

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