

SEAT No. _____

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SARDAR PATEL UNIVERSITY
BBA (Gen) IIIrd Semester
Monday, 04th January, 2021
10:00 A.M. to 12:00 P.M.
Marketing Management – I
UM03CBBA22

Maximum Marks: 60

Note: Figure in bracket indicates marks of question. Attempt any four questions.

- Q.1 What is marketing? Explain the philosophies of marketing. [15]
- Q.2 What are the core concept of marketing? Throw light on marketing environment. [15]
- Q.3 Explain the production life cycle and its strategies in detail. [15]
- Q.4 Product Planning is the starting point of planning in firm, discuss. State the product planning process with example. [15]
- Q.5 What is meant by price? What are the factors affecting pricing decision? [15]
- Q.6 Explain various objectives of pricing. [15]
- Q.7 Explain the tools of sales promotion with relevant example. [15]
- Q.8 a) Write on types of channels of distribution [08]
b) Explain media of advertising [07]

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