

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (III Semester) Examination**  
**Wednesday, 30<sup>th</sup> November 2016**  
**2.00 pm - 4.00 pm**  
**UM03CBBA01 : Marketing Management - I**

**Total Marks: 60**

**Note :** All questions carry equal marks.

Q.1 What is marketing? What is marketing management? (15)  
Discuss philosophies of marketing with assumptions.

**OR**

Q.1 Write a detailed note on evolution of marketing and marketing (15)  
environment.

Q.2 What is a product ? What is product planning? Explain the process of (15)  
developing a new product.

**OR**

Q.2 Clarify the concept of Product Life Cycle and examine in detail the stages (15)  
and strategies of product Life Cycle.

Q.3 Discuss the meaning and significance of pricing. Also clarify the (15)  
objectives of pricing.

**OR**

Q.3 Briefly discuss the factors affecting pricing decision & highlight several (15)  
pricing methods.

Q.4 Explain the types & tools of promotion & discuss kinds of media of (15)  
advertising.

**OR**

Q.4 What is a channel of distribution? Discuss its types and factors affecting (15)  
the selection of a channel of distribution.

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