

50

[33/A-11] Seat No: _____

No. of printed page: 1

SARDAR PATEL UNIVERSITY
B.B.A. (III - Semester) Examination
Tuesday, 20th November, 2018
02.00 pm - 04.00 pm
UM03CBBA01 : Marketing Management -I

Total Marks: 60

Note: Figures to the right indicate marks:

- Q.1 What is Marketing? Explain its Concept. [15]
OR
- Q.1 Explain the Various core concept of marketing with logical example. [15]
- Q.2 Explain the product life cycle with suitable example. [15]
OR
- Q.2 Explain the new product development process. [15]
- Q.3 Explain the various pricing objectives. [15]
OR
- Q.3 Explain the factors affecting pricing. [15]
- Q.4 Write short Notes (**ANY TWO**) [15]
(1) Tools of Promotion
(2) Media of Advertising
(3) Types of Channel of distribution.
(4) Factors affecting channel of distribution.
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