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SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
BBA LLB (Hon) Examination, V-Semester
Saturday, Date: 11/11/2017
Session: Morning, Time: 10:00 A.M. To 12:00 P.M.
Subject Code: UL05CBBH01
Subject Title: Marketing Management-I

Total Marks: 50**Instructions:**

- ❖ All the questions are mandatory.
- ❖ Each question carries certain marks. The mark for each question is stated at the right end of the question.
- ❖ Read the instructions very carefully. Also read the questions carefully before attempting to answer the questions.

- Q-1:** Explain the scope of marketing and marketing concept in detail. [13]
- OR**
- Q-1(A):** Explain the marketing process in detail. [06]
- Q-1(B):** Discuss Selling v/s marketing with the example [07]
- Q-2:** Write a note on: (Attempt Any Two) [12]
- A. Positioning errors.
- B. Levels of Target marketing.
- C. Principles of positioning.
- D. Need for segmentation in marketing.
- Q-3:** What is consumer behavior? Explain the family life cycle to understand the consumer behavior with an example. [13]
- OR**
- Q-3:** What do you mean by business markets? Explain the characteristics of business markets with suitable example. [13]
- Q-4:** Elaborate the different type of new products. [12]
- OR**
- Q-4** Explain product life cycle with figure. [12]

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