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Seat No.: \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**  
**B.COM. (1<sup>st</sup> - SEMESTER) EXAMINATION**

**SATURDAY, 16<sup>TH</sup> NOV. 2019**  
**10:00 A.M. TO 12:00 P.M.**

**PRINCIPLES OF MARKETING-I: UB01DCOM55**

**TOTAL MARKS: 70**

**Q-1 Compare the marketing management philosophies. 18**

**OR**

**Q-1 What is consumer behaviour? Discuss the factors influencing consumer behaviour. 18**

**Q-2 Describe the New Product Development Process. 17**

**OR**

**Q-2 Explain the stages of the Product Life Cycle with strategies. 17**

**Q-3 Describe the steps of the Price Determination Procedure. 18**

**OR**

**Q-3 Discuss the different types of pricing policies in brief. 18**

**Q-4 Explain the various factors influencing the choice of distribution channels. 17**

**OR**

**Q-4 State the importance and functions of Distribution channels. 17**

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(1)