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SEAT No. \_\_\_\_\_

No of Printed Pages: 01

**SARDAR PATEL UNIVERSITY****B.COM (Semester- I) (CBCS)****EXAMINATION:** OCT-NOV' 2018**Subject Code:** UB01DCOM25**Day:** Friday, 26<sup>TH</sup> October 2018**Time:** 10.00AM TO 12.00NOON**SUBJECT:** PRINCIPLES OF MARKETING-I**Total Marks:** 60**ALL MAIN QUESTIONS CARRY EQUAL WEITAGE**

Q:1 Explain the term Marketing along with the core concepts of 15  
marketing.

OR

Q:1 What is Consumer Behaviour? Explain in detail the factors 15  
influencing the Consumer Behaviour.

Q:2 What is a Product Life Cycle? Explain the various stages of PLC 15  
along with the marketing strategies in each stage.

OR

Q:2 What is a New Product? Explain the NPD process in detail. 15

Q:3 Explain the term Pricing along with the methods of Pricing. 15

OR

Q:3 Discuss the following.

A. Price Determination Process 08

B. Pricing Objectives 07

Q:4 Write notes on:

A. Levels of Channels of distribution 08

B. Factors for determining Channels of distribution 07

OR

Q:4 Explain the importance of Channels of distribution in detail. 15