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

No. of Printed Pages : 1

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

MONDAY, 22<sup>ND</sup> OCT 2018  
10:00 A.M. TO 12:00 P.M.

UB01ECOM05: PRINCIPLES OF MARKETING-I

TOTAL MARKS: 60

- Q-1 08  
(A) Discuss the functions of Marketing. 07  
(B) Write a note on: Marketing Mix. OR
- Q-1 Describe the Buying Decision Process. 15
- Q-2 Define Product and discuss the stages of PLC in detail. 15
- OR
- Q-2 Explain the New Product Development process with illustration. 15
- Q-3 Define Pricing and discuss the various Pricing methods. 15
- OR
- Q-3 State the Pricing Objectives and explain various Pricing Policies. 15
- Q-4 State the importance and functions of distribution channels. 15
- OR
- Q-4 Discuss the different types of distribution channels. 15

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