

**SARDAR PATEL UNIVERSITY****B.COM. (IIIRD SEMESTER) ON DEMAND EXAMINATION****UB03DCOM61: BUSINESS MANAGEMENT-V (MARKETING MANAGEMENT-I)****TUESDAY, DATE : 28-02-2023, TIME: 02-00 P.M. to 05-00 P.M.****Total Marks: 70**

- Q-1 Explain the core concepts of marketing. 18
- OR
- Q-1 Discuss the functions of marketing. 18
- Q-2 Describe the New Product Development process with real life example. 17
- OR
- Q-2 Write notes on: 17
- (a) Product Mix
- (b) Packaging & Labeling
- Q-3 Define Pricing and explain the various pricing policies. 18
- OR
- Q-3 Discuss the factors affecting pricing. 18
- Q-4 Describe the different factors affecting in choice of distribution channels. 17
- OR
- Q-4 Discuss the importance of promotion tools. 17

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