

SEAT No. _____

No. of Printed Pages : 1

[41]

SARDAR PATEL UNIVERSITY
B.COM. (III- SEMESTER) EXAMINATION

FRIDAY, 8TH JAN. 2021
2.00 P.M. to 4.00 P.M.

BUSINESS MANAGEMENT-V (MARKETING MANAGEMENT-I): UB03DCOM31

Total Marks: 60

Note: Answer any four questions.

- Q-1 Discuss the core concepts of marketing.
- Q-2
- (a) State the importance of marketing.
- (b) Write a note on: Marketing Mix.
- Q-3 Clarify the concept of PLC and discuss its stages.
- Q-4
- (a) Write a note on: Product mix decision.
- (b) Classify the product.
- Q-5 What is Pricing? Discuss any three pricing strategies.
- Q-6 Discuss the factors affecting Pricing decision.
- Q-7 Explain the objectives of distribution channels.
- Q-8 What is Promotion? State the importance of promotion.

_____X_____

[41]