

**SARDAR PATEL UNIVERSITY**  
**B.Com. (III- SEMESTER) EXAMINATION**  
**Monday, 25<sup>th</sup> November 2019**  
**2.00 p.m. to 4.00 p.m.**  
**UB03ECOM09 : BM-V - Marketing Management-I**

**Total Marks - 60**

**Note :** (1) Figures to the right indicate full marks.  
(2) All question carry equal marks.

Q.1 Write down the definition of Market, Marketing and Marketing Mgt.  
Explain the evolution of Marketing Concepts.

**OR**

Q.1 Discuss the Importance and Functions of Marketing.

Q.2 What do you mean by product ? Explain the product mix and characteristics of product.

**OR**

Q.2 Write down the following :  
(I) Development of New Product  
(II) Product Life Cycle.

Q.3 What do you mean by pricing ? Explain the objectives of pricing decisions.

**OR**

Q.3 Explain the following :  
(I) Pricing Policies  
(II) Methods of Pricing

Q.4 What is distribution Channel ? Write down the types of Channel in detail.

**OR**

Q.4 Write short notes :  
(I) Functions of distribution Channel  
(II) Factors affecting choice of Channel of distribution.