

[50/A-14]

Seat No : _____

No. of Printed Pages : 01

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

THURSDAY, 28TH NOV. 2019
02-00 P.M. to 04-00 P.M.

BUSINESS MANAGEMENT-VI (MARKETING MANAGEMENT-II): UB03ECOM10

Total Marks: 60

Q-1 Discuss the core concepts of Marketing. 15

OR

Q-1 Write notes on: 15

(A) The Marketing concept.

(B) The Societal Marketing concept.

Q-2 Explain the major factors influencing consumer behavior. 15

OR

Q-2 Explain the bases of segmenting Consumer Markets. 15

Q-3 Describe the New Product Development Process in detail. 15

OR

Q-3 Explain the stages of the Product Life Cycle with strategies. 15

Q-4 Define pricing. Discuss the factors influencing Pricing decision. 15

OR

Q-4 What is Promotion? State the importance of Marketing Communications. 15

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