

SARDAR PATEL UNIVERSITY
B.Sc. (Home Sci.) (VI Sem.) Examination
2013
Tuesday, 2nd April
11 am to 1 pm
UH06EFRM01 - Marketing

Total Marks: 35

Note: Figures to the right indicate full marks.

- Q.1 Describe the New Product Development Process. [07]
OR
- Q.1 Discuss the importance of pricing and explain pricing objectives. [07]
- Q.2 Answer **any three** of the following. [12]
(i) Mention the qualities of successful salesman.
(ii) Differentiate between sole proprietorship and partnership.
(iii) Write in brief about registration of firm.
(iv) Explain channels of distribution.
- Q.3 Describe the price determination process. [04]
OR
- Q.3 Explain the factors determining the choice of distribution channel. [04]
- Q.4 Write short notes on **any four** of the following. [12]
(i) Training of salesman.
(ii) Warehouse.
(iii) Partnership deed.
(iv) Marketing Mix.
(v) Consumer Product.