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SEAT No. \_\_\_\_\_

No. \_\_\_\_\_ 01

[28 & A-23] SARDAR PATEL UNIVERSITY

SYBBA (GENERAL) (SEMESTER III) (REGULAR) Examination

18<sup>th</sup> November, 2017, Saturday

2.00 to 4.00 p.m.

Marketing Management (UM03CBBA01)

Note:- Figures to the right indicate marks

TOTAL MARKS: 60

Q.1) Define marketing and discuss the core concepts of marketing in detail. (15)

OR

Q.1) Explain the philosophies of marketing in detail. (15)

Q.2) "A product passess through the same cycle as human being." Do you agree? If yes, then explain the statement in reference to product life cycle. (15)

OR

Q.2) Describe the new product development process in detail. (15)

Q.3) (A) Write down the objectives of pricing. (07)

(B) Explain any two methods of pricing. (08)

OR

Q.3) Explain the factors affecting pricing decisions. (15)

Q.4) Discuss the tools of sales promotion with relevant example. (15)

OR

Q.4) Explain the factors affecting channels of distribution. (15)

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