

Seat No.: _____

SARDAR PATEL UNIVERSITY

[174A-25]

TY B.B.A. ISM Semester - V (CBCS) Examination

2016

Friday, 25th November

02.00 PM to 04.00 PM

Marketing Management - I (UM05CBBS07)

Total Marks : 60

NOTE: Figures to the right indicates marks.

Q.1 What do you mean by "Marketing management"? Describe the Core (15)
 concepts of Marketing.

OR

Q.1 Explain the concept of Green Marketing. Examine the Significance of (15)
 Green Marketing.

Q.2 Examine the factors affecting consumer Behavior. (15)

OR

Q.2 Explain the basic model of Consumer behavior. (15)

Q.3 Explain the concept of product. Elaborate the process of New product (15)
 development.

OR

Q.3 Elaborate the factors affecting channel Decision. (15)

Q.4 (a) Explain the objective of pricing. (08)

(b) Examine the tools of promotion. (07)

OR

Q.4 Explain the merits and demerits of each Media. (15)
