

SEAT No. _____

No. of Printed Pages : 01

[7 & A-12]

SARDAR PATEL UNIVERSITY

BBA (ISM) EXAMINATION, VTH SEMESTER,Thursday, 16th November, 2017.

Time: - 10.00 am to 12.00 pm

Subject code: - UM05CBBS07

Subject Title: -Marketing Management-I

Total Marks: - 60

- Q.1 What is Marketing? Discuss in detail Philosophy of Marketing. (15)
- OR
- Q.1 What is Marketing Management? Discuss in detail core concept of Marketing Management. (15)
- Q.2 Discuss in detail factors affecting on Consumer Behaviour. (15)
- OR
- Q.2 Discuss in brief Buying Decision Making Process. (15)
- Q.3 (A) Define the meaning of Product. Discuss in detail New Product Development Stages. (08)
- (B) Discuss in detail Product Mix. (07)
- OR
- Q.3 (A) What is PLC? Discuss in detail Product Life Cycle with suitable diagrammed. (08)
- (B) Discuss in detail different types of Channel of Distribution. (07)
- Q.4 What is Pricing? Discuss in detail Importance & Methods of Pricing. (15)
- OR
- Q.4 What is Sales promotion? Discuss in detail different types of sales promotion tools. (15)

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