[12] SEAT NO.\_\_\_\_

No. of printed pages: 01

## SARDAR PATEL UNIVERSITY

M. ABENTO MAROL BESTER

## B.Com FIRST SEMESTER (CBCS) EXAMINATION

## TUESDAY, NOVEMBER 7, 2017

## UB01ECOM05 PRINCIPLES OF MARKETING-I

TIME:	10.00 A.M. TO 12.00 P.M.	TOTAL MARKS: 60	
Note: Figures to the right indicate marks.			
Draw diagrams and cite examples wherever necessary.			
Q.1	Explain the concept of Marketing and Briefly Philosophies.	Discuss Marketing	(15)
Q.1	OR Clarify the concept of Marketing Mix and Discus Marketing.	s the Functions of	(15)
Q.2	Explain the concept and the stages of Product Life marketing strategies.	Cycle with relevant	(15)
Q.2	OR  Describe in detail the New Product Development Proce	sec.	(15)
Q.2	Describe in detail the New I todaet Development I toce		(15)
Q.3	Explain the concept of Pricing Decisions and D Objectives.  OR	Discuss the Pricing	(15)
Q.3	Clarify the Pricing Methods.	,	(15)
Q.4	Explain the concept of Distribution Decisions. Discuss functions of distribution channels.	s the importance and	(15)
Q.4	Write a Short Note on: (a) Types of Distribution Channels (b) Channel Selection Decision.		(15)