



**DAI-19BBA404** Seat No. \_\_\_\_\_

**B. B. A. (Sem. IV) Examination**

**April – 2022**

**Marketing Management**

*(New Course)*

Time : 2½ Hours]

[Total Marks : 70

**Instructions :**

- (1) Right side figure indicates the marks.
- (2) Attempt questions bases on internal options.

1 Explain need and process of new product development with suitable examples. **20**

**OR**

1 What is product life cycle ? Describe stages of product life cycle with suitable marketing strategies. **20**

2 Explain importance and factors affecting pricing decision. **20**

**OR**

2 Describe various method of price setting with suitable examples. **20**

3 Define : Channel of distribution. Also explain types of channel of distribution. **15**

**OR**

3 Describe functioning and role of payment gateways with examples. **15**

4 Define : Advertising and personal selling. Also explain difference between advertising and personal selling. **15**

**OR**

4 What is sales promotion ? Describe merits and demerits of sales promotion with suitable examples. **15**