



Seat No. _____

HK-19BBA404

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

April - 2023

Marketing Management

Time : $2\frac{1}{2}$ Hours / Total Marks : **70**

Instructions :

- (1) All questions are compulsory.
- (2) Attempt based on internal options.
- (3) Right side figure indicates the marks.

- 1 Explain importance and various types of products with suitable examples. **20**

OR

What is Consumer Adoption Process ? Describe stages and Managerial implication with suitable examples.

- 2 Explain various methods of pricing with examples in brief. **20**

OR

What is pricing ? Explain factors affecting pricing in detail.

- 3 Explain key decision areas in product distribution decisions. **15**

OR

Describe various types of channel of distribution with examples.

- 4 What is Advertising ? Explain features of Advertising in brief. **15**

OR

Define : Sales promotion. Explain merits and demerits of sales promotion.