

B.B.A. Semester - 4 (NEP-2020) Examination**March/April-2026****Modern Marketing Practices (Major-8)****Time: 2:00 Hours****Marks: 50****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que.1 What is product life cycle? Explain its stages with diagram. (10)

OR

Que.1 Define term 'new product'. Explain briefly new product development process.

Que.2 Explain factors affecting pricing decisions. (10)

OR

Que.2 Explain terms:

- (1) Price
- (2) Discount
- (3) Psychological price
- (4) Premium pricing
- (5) Price discrimination

Que.3 Describe any five methods of setting advertising budget. (10)

OR

Que.3 Discuss positive and negative outcomes of advertising.

Que.4 Discuss merits and demerits of sales promotion. (10)

OR

Que.4 Explain following terms:

- (1) Personal selling
- (2) Sales promotion
- (3) Publicity
- (4) Public relations

Que.5 What is physical distribution? Discuss its importance. (10)

OR

Que.5 Describe factors affecting channel decisions.
