

**B.B.A. Semester - 4 (NEP-2020) Examination****March/April-2025****Modern Marketing Practices (Major-8)****Time: 2:00 Hours****Marks: 50****Instructions:**

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

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|       |                                                         |      |
|-------|---------------------------------------------------------|------|
| Que-1 | Explain New product development Process?                | (10) |
|       | OR                                                      |      |
| Que-1 | Explain phases of Product life cycle.                   |      |
| Que-2 | which are the objectives of pricing?                    | (10) |
|       | OR                                                      |      |
| Que-2 | Explain Price setting Process.                          |      |
| Que-3 | Discuss Process of Developing advertising Message.      | (10) |
|       | OR                                                      |      |
| Que-3 | Discuss objectives of Advertising?                      |      |
| Que-4 | write short note on.                                    | (10) |
|       | 1. Public Relation                                      |      |
|       | 2. Sales Promotion                                      |      |
|       | OR                                                      |      |
| Que-4 | Differentiate between Advertising and Personal Selling. |      |
| Que-5 | Discuss Importance of Physical Distribution.            | (10) |
|       | OR                                                      |      |
| Que-5 | Explain various types of distribution channel.          |      |

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