

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

BBA. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - IV

20UBACT4010 - Marketing Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the importance of marketing.
2. Explain the various stages of Product life cycle.
3. What are the objectives of pricing?
4. What are the merits and demerits of Sales promotion?
5. What are the two types of buying motives?
6. What are elements of promotional mix?
7. What are the types of sales promotion?
8. What is personal selling strategy?

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the functions of marketing.
10. Explain the steps involved in new product development.
11. What are the different methods of pricing?
12. What is meant by advertising? Explain the effectiveness of advertising.
13. What are the various kinds of channels of distribution?
