



# SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

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## SUBJECT: MARKETING MANAGEMENT

BBA - 4

PRELIMS PAPER

MARKS 70

- Q.1 Explain the concept of product mix with factors affecting it . (20)  
OR  
Discuss in detail the process of new product development. (20)
- Q.2 Define pricing decision. Elaborate factors affecting pricing in detail. (20)  
OR  
Give brief idea about various methods of pricing. (20)
- Q.3: Explain factors affecting choice of channel of distribution in detail. (15)  
OR  
Elaborate Snap deal, Flipkart & Amazon online portal apart of Distribution. (15)
- Q.4 Explain Advertizing & personal selling apart of promotion tool. (15)  
OR  
Give difference between publicity and public relation. Also discuss factors affecting promotion decision. (15)

## BEST OF LUCK