

(b) Elaborate all the steps of 'New Product Development' in detail.

5. Attempt any *one* part of the following: 7 x 1 = 7

- (a) What is product life cycle? Draw a neat graph of PLC. What marketing strategies are adopted in each distinct stage of P.L.C.?
- (b) Discuss the process for setting the price of a product. Explain different kinds of Pricing policies and strategies.

6. Attempt any *one* part of the following: 7 x 1 = 7

- (a) "You can eliminate middleman, but you cannot avoid the intermediaries' activity and services." Do you agree?
- (b) What are the main elements of Marketing Communication? What are the advantages and Disadvantages of personal selling?

7. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Explain in detail the difference between Advertisement and Sales promotion. Which one is more useful?
- (b) Describe the concept of 'Global Marketing'. How can information technology affect the physical structure of an industry in global scenario?