

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
Telang Nagar, Khorlim, Mapusa-Goa.
F.Y.B.COM SEMESTER I EXAMINATION OCTOBER, 2018
W.E.F- 2017-18 (C.B.C.S)

Duration: 2 Hours

Max Marks: 80

MARKETING MANAGEMENT(GE-1)

Instructions: 1. All questions are compulsory, however internal choice is available.

2. Answer sub-question in question 1 and question 2 in not more than 100 words each.

3. Answer question 3 to question 6 in not more than 400 words each.

4. Figures to the right in the brackets indicate maximum marks to the question/sub-question.

Q.1. Write short notes on any four of the following.

(4X4=16)

- a. Essentials of Packaging
- b. Leader pricing policy
- c. Importance of Pricing
- d. Limitations of Advertising
- e. Types of Channels of Distribution
- f. Disadvantages of Intensive Distribution Policy

Q.2. Write short notes on any four of the following.

(4X4=16)

- a. Factors influencing Pricing
- b. Reasons for Product Failure
- c. Importance of Labelling
- d. Objectives of Advertising
- e. Importance of Sales Promotion
- f. Elements of Physical Distribution

Q.3.A. What do you mean by Branding? Explain the essentials of a good Brand name. (12)

OR

Q.3.B. What is Skimming and Penetration Pricing? Explain Merits and Demerits of Both. (12)

Q.4.A. Explain the steps in New Product Development Process. (12)

OR

Q.4.B. Explain in detail the Demand and Competition based Pricing Method. (12)

Q.5.A. What is sales Promotion? Explain the tools of Sales Promotion. (12)

OR

Q.5.B. State and Explain Factors influencing Choice of Distribution Channels. (12)

Q.6.A. What is Personal Selling? Explain the steps involved in Personal Selling. (12)

OR

Q.6.B. Explain in detail Distribution Channel Policies. (12)
