

SARASWAT VIDYALAYA'S  
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES,  
TELANG NAGAR, KHORLIM, MAPUSA - GOA

F.Y.B.COM. (SEMESTER I) EXAMINATION, OCTOBER 2017

MARKETING MANAGEMENT (w.e.f. 2017-2018) [New Syllabus]

DURATION: 2 Hours

Max. Marks: 80

- Instructions:**
- 1) **All questions are compulsory, however internal choice is available.**
  - 2) **Answer sub-questions 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.**

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

(4×4=16)

- a. Reasons for product failure
- b. Competition based pricing
- c. Meaning of public relations
- d. Concept of physical distribution
- e. Essentials of a good brand name
- f. Psychological pricing

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

(4×4=16)

- i. Primary objectives of advertising
- ii. Types of distribution channels
- iii. Importance of labelling
- iv. Factors influencing pricing
- v. Significance of sales promotion
- vi. Selective distribution policy

P.T.O.

3 A What are the steps in the new product development process? (12)

OR

3 B Explain in detail the cost and demand methods of product pricing. (12)

4 A What is personal selling? Explain the steps involved in personal selling. (12)

OR

4 B Briefly explain the factors influencing the choice of distribution channels. (12)

5 A Explain the implications involved in each stage of Product Life Cycle. (12)

OR

5 B What is Skimming and Penetration pricing? Explain the merits of both. (12)

6 A What is sales promotion? Explain the major tools of sales promotion. (12)

OR

6 B State and explain the elements of physical distribution. (12)

