

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
Khorlim, Mapusa – Goa
B. COM. SECOND SEMESTER END EXAMINATION, APRIL 2018
W.E.F 2013-14 (NEW SYLLABUS)

Duration: - 2 Hours

Sub: - Marketing Management – II

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.
 - 5) This question **paper** consists of **2 pages**.

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

(4×4=16)

- a. Objectives of advertising
- b. Elements of physical distribution
- c. Concept of physical distribution
- d. Public relations
- e. Importance of sales promotion
- f. Middlemen involved in a supply channel

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

(4×4=16)

- i. Psychological pricing policy
- ii. Significance of product pricing
- iii. 'Product Packing' and 'Product Packaging'
- iv. Penetration pricing policy
- v. Types of labels
- vi. Brand positioning

P.T.O.

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

OR

3 B Explain cost, demand and competition based **methods of product pricing**. (12)

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

OR

4 B Explain in detail the 'Geographical Pricing' policies. (12)

5 A Elaborate Intensive, Selective and Exclusive **Distribution policies**. (12)

OR

5 B What is Personal Selling? Explain the steps **involved in personal selling**. (12)

6 A Discuss the different types of distribution channels. (12)

OR

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