

Saraswat Vidyalyaya's  
Sridora Caculo College of Commerce and Management Studies  
Khorlim, Mapusa – Goa

F.Y.B.Com. I Semester End Examination – October 2019 (CBCS)

**Duration: 2 hours                      Marketing Management                      Maximum Marks: 80**

- Instructions: 1. All questions are compulsory, however internal choice is available.*  
*2. Answer sub questions in Question No. 1 and 2 in not more than 100 words.*  
*3. Answer Question No. 3 to Question No. 6 in not more than 400 words.*  
*4. Figures to the right indicate maximum marks allotted to question/sub-question.*  
*5. Start each main question on fresh page.*

Q.1) Write short notes on **ANY FOUR** of the following:- (4x4=16)

- a. Public Relations.
- b. Competition based pricing
- c. Concept of Marketing.
- d. Limitation of Advertising.
- e. Reasons for product failure.
- f. Channels of Distribution.

Q.2) Write short notes on **ANY FOUR** of the following:- (4x4=16)

- a. Product planning.
- b. Importance of Pricing.
- c. Labelling.
- d. Personal Selling
- e. Distribution channel policies.
- f. Essentials of packaging

Q.3A) What is product life cycle? Briefly explain its Stages (12)

**OR**

Q.3B) What is Branding? State & explain the essentials of a good brand name. (12)

Q.4.A) State & explain the following pricing policies in detail.

- a) Skimming                      b) Penetration                      c) Psychological (12)

**OR**

Q.4.B) State & explain the factors influencing Pricing. (12)

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

**OR**

Q.5B) Briefly explain the role of Advertising in Sales promotion (12)

Q.6A) State & explain the factors influencing the choice of distribution channel. (12)

**OR**

Q.6B) What is physical distribution? Explain its elements in detail. (12)

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