

**SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA.**

**F.Y.B.COM. SEMESTER END EXAMINATION, JANUARY, 2021
SEMESTER I**

Subject: - Marketing Management (GE – 1)
(CBCS)

Max. Marks: - 40
Duration : - 2 hr.

Instructions:-

1. All questions are compulsory; however, internal choice is available.
2. Question 1 consists of 8 questions of which any 5 are to be answered.
3. Question 2 consists of 8 questions of which any 6 are to be answered.
4. Figures to the right indicate maximum marks allotted to questions.

Q.1. Answer **any 5 (FIVE)** from the following: (5x2 = 10)

- a) Explain the concept of psychological pricing in brief.
- b) Explain the concept and importance of 'Public Relations'.
- c) Explain in brief three types of packaging.
- d) What do you mean by 'New Product Development'?
- e) Explain the concepts of 'core' and 'expected' product.
- f) Explain any two types of intermediaries in distribution channels.
- g) Explain in brief the concept of Personal Selling.
- h) Explain competition based pricing method.

Q.2. Answer **any 6 (SIX)** from the following: (6x5 =30)

- a) Define product development. Explain any four elements of product development.
- b) Explain in brief the different stages in Product Life Cycle.
- c) What are the factors influencing channels distribution Policy.
- d) Explain in brief the five stages in the development of marketing concept.
- e) Explain the different policies under geographical pricing policy?
- f) Explain the different factors influencing pricing decisions.
- g) Explain any five essentials of a good brand name.
- h) Define advertising. Explain its objectives.

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