

**SARASWAT VIDYALAYA'S**  
**SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES**  
**KHORLIM, MAPUSA, GOA.**  
**F. Y. BCOM FIRST SEMESTER END EXAMINATION JANUARY, 2022**  
**W.E.F 2017-18 (CBCS)**

**Duration: Two Hours**

**Max Marks: 80**

**Subject – Marketing Management (GE -1)**

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*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 bracket indicate maximum marks to the question/sub-question.*

**Q1. Answer *Any Four* of the following. (4x4=16)**

- a. State and explain any four essentials of Packaging.
- b. Explain any four reasons for a product failure.
- c. State and explain any four essentials of a good brand name.
- d. Explain Cost and Demand based methods of pricing
- e. Explain in brief Psychological pricing.
- f. Write a note on Leader based pricing.

**Q2. Q1. Answer *Any Four* of the following. (4x4=16)**

- a. Write any four limitations of advertising.
- b. Sales promotion is important to consumers. Explain in brief.
- c. Explain any 2 Public relations tools.
- d. Write a note on importance of physical distribution
- e. Explain Direct distribution channel
- f. Explain Warehousing as element of physical distribution

**Q3. a. Explain in detail New Product development process. ( 12)**

OR

**Q3. b. State and Explain Stages of product life cycle. (12)**

**Q. 4. a. State and explain various external factors influencing pricing policy decision of a firm. (12)**

OR

**Q. 4. b. Explain in detail Skimming pricing and Penetration pricing policies. (12)**

**Q.5 a. Explain in brief any Six major tools of sale promotion. (12)**

OR

**Q.5 b. What is Personal selling? Explain in detail the steps involved in personal selling. (12)**

**Q.6. a. Explain the following indirect Channels of distribution in details. (12)**

i. Manufacturer ----- Retailer ----- Consumers

ii. Manufacturer ----- Wholesaler ----- Consumers

OR

**Q.6. b. Explain various factors influencing choice of channels. (12)**