

**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)

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)