

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

F. Y. BCOM FIRST SEMESTER END EXAMINATION NOVEMBER, 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. Write short note on **Any Four** of the following.

(4x4=16)

- a. Geographical Pricing Strategy.
- b. Growth stage of Product Life Cycle.
- c. Importance of Labeling.
- d. Cost Based Pricing.
- e. Essentials of Good Packaging.
- f. Skimming Pricing Strategy v/s Penetration Pricing Strategy.

Q.2. Answer **Any Four** of the following.

(4x4=16)

- a. Explain any two Public Relation tools.
- b. Explain any two Sales Promotion tools.
- c. Explain objectives of Advertising.
- d. Explain Transportation as element of Physical Distribution.
- e. Write note on Exclusive Distribution Policy.
- f. Write note on Consumer consideration influencing choice of a channel.

Q.3. a. Explain in detail New Product Development process.

(12)

OR

Q.3. b. What is Branding? Explain essentials of good Brand name.

(12)

Q. 4. a. Explain in detail Psychological Pricing Strategy.

(12)

OR

Q. 4. b. State and explain various external factors influencing pricing policy decision of a firm.

(12)

Q.5 a. Explain importance of Sales Promotion to producer.

(12)

OR

Q.5 b. What is Personal Selling? Explain in detail the steps involved in Personal Selling.

(12)

Q.6. a. Explain any **Two** Indirect Channels of Distribution in details.

(12)

OR

Q.6. b. Explain in detail Intensive Distribution strategy.

(12)