

**SARASWAT VIDYALAYA'S  
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT 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)**