

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com, Semester-I Supplementary Examination June 2023
Subject: Marketing Management (GE 1)

Duration: 2hrs**Max Marks: 80****Instructions:**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Answer sub-questions in question number 1 and 2 each in not more than 100 words
- 4) Answer question number 3 to 6 each in not more than 400 words

Q 1) Write short notes on (any 4)

(4x4)

- a) State the reasons for new product failure
- b) Explain the concept of Branding
- c) Enumerate the importance of labelling
- d) Describe the need for pricing
- e) Examine the concept of skimming pricing policy
- f) Explain the psychological pricing

Q 2) Answer in short: (any 4)

(4x4)

- a) Discuss the importance of sales promotion
- b) Highlight the objectives of advertising
- c) Explain the meaning of public relations
- d) Describe the concept of Order Processing
- e) State the meaning of Inventory Management
- f) Identify Distribution Channel policies

Q 3 A) Define the concept of marketing? Examine the importance of marketing.

OR

(12)

Q 3 X) Discover the stages and implications of Product Life Cycle(PLC) with the proper diagram.

Q 4 A) Discover the various factors influencing pricing.

OR

(12)

Q4 X) Illustrate the various pricing methods.

Q 5 A) Categorize the role and limitations of advertising with examples.

OR

(12)

Q 5 X) Illustrate the personal selling process in detail.

Q 6 A) Examine the various channels of distribution.

OR

(12)

Q 6 X) Determine the factors influencing choice of channels.
