

**VidyaVikasMandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**FY B.Com, Semester-I, Semester End Examination November 2022**  
**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) Highlight the meaning of Product planning
  - b) Express the essentials of packaging
  - c) Identify the essentials of Labelling
  - d) Describe Cost based pricing method
  - e) Enumerate Penetration pricing policy
  - f) Describe Psychological pricing policy.
- Q 2) Answer in short (any 4) (4x4)
- a) Explain the objectives of advertising
  - b) Discuss the concept of Sales promotion
  - c) Identify the role of Public Relations
  - d) Summarize the meaning of channels of distribution
  - e) Discover the various types of channels
  - f) Explain the Distribution channel policies
- Q 3 A) Illustrate new product development process. (12)
- OR
- Q 3 X) What do you mean by branding? Interpret the branding strategies with examples.
- Q 4 A) Discuss the importance of pricing. (12)
- OR
- Q 4 X) Identify the factors influencing pricing.
- Q 5 A) Describe personal selling process. (12)
- OR
- Q 5 X) Enumerate the various tools of sales promotion with examples.
- Q 6 A) Explain the various elements of physical distribution. (12)
- OR
- Q 6 X) Analyze the various factors influencing the choice of channels.