

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-V, Supplementary Examination August 2022
Marketing Management (GE-1)

Duration: 2hrs

MaxMarks:80

Instructions: 1) All Questions Are Compulsory. However, Internal Choice Is Available.

2) Answer Question 1 & 2 In Not More Than 100 Words Each.

3) Answer Question 3 To 6 in Not More than 400 Words Each

4) Figures to The Right Indicate Full Marks

Q 1) Answer the following :(any 4)

(16)

- A) Importance of marketing
- B) Labelling
- C) Branding
- D) Packaging
- E) Importance of pricing
- F) Product failure

Q 2) Write short notes on (any 4)

(16)

- A) Personal Selling
- B) Public Relations
- C) Limitations of Advertising
- D) Order Processing
- E) Inventory Control
- F) Warehousing

Q3 A) Explain the New Product Development Process.

OR

(12)

Q 3 X) Describe the classification of consumer goods with examples.

Q 4 A) Explain the Product Life Cycle in detail with the help of a diagram.

OR

(12)

Q 4 X) State and explain any 4 pricing policies followed by marketers.

Q 5 A) Define Advertising. Highlight the functions of advertising.

OR

(12)

Q 5 X) Describe the tools of sales promotion.

Q 6 A) Explain the objectives of physical distribution.

OR

(12)

Q 6 X) Describe the factors influencing the channels of distribution.
