

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester I
End Semester Examination, October 2017
MARKETING MANAGEMENT (GE 1)

Duration: 2 Hours

Max. Marks: 80

*Instructions: 1..All questions are compulsory
2.Start each question on a fresh page
3.Figures to the right indicate maximum marks*

- Q1. Write short notes: (any 4) (16 Marks)
- a) Importance of marketing
 - b) Introduction stage of PLC
 - c) Product concept
 - d) Consumer goods vs industrial goods
 - e) Sales management function
 - f) Distribution channel policies
- Q2. Explain in 10 – 12 lines: (any 4) (16 Marks)
- a) Factors influencing pricing
 - b) Functions of packaging
 - c) Importance of product mix
 - d) Need for distribution channels
 - e) Importance of labelling
 - f) Public relations tools
- Q3. A) Describe the Marketing concept. Give its advantages and limitations. (12 Marks)
OR
X) Explain the importance of branding in marketing. (12 Marks)
- Q4. A) Describe the classification of consumer goods (12 Marks)
OR
X) Explain the different levels of product, with examples (12 Marks)
- Q5. A) Describe the various methods of pricing. (12 Marks)
OR
X) Describe any four pricing policies. (12 Marks)
- Q6. A) Describe the various types of channels of distribution. (12 Marks)
OR
X) Explain the importance of sales promotion in marketing. (12 Marks)
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