

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)

.....