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Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com Semester-I, Semester End Examination October 2019
Subject Title: Marketing Management (GE 1)

Duration: 2hrs

Max Marks: 80

Instructions:

- 1) *Start each question on a fresh page.*
- 2) *Figures to the right indicate maximum marks.*
- 3) *All questions are compulsory.*
- 4) *Answer Q1&Q2 in not more than 100 words each.*
- 5) *Answer Q3 to Q6 in not more than 400 words each.*

Q.1) Write short notes on (Any 4):

(4x4=16)

- (a) Importance of Labeling
- (b) Selling v/s Marketing
- (c) Essentials of packaging
- (d) Value based pricing
- (e) Importance of pricing as a part of marketing strategy
- (f) Break-even method of pricing

Q.2) Write short notes on (Any 4):

(4x4=16)

- (a) Importance of Public Relations
- (b) Criticisms against advertising
- (c) Objectives of Sales Promotion
- (d) Distribution channel policies
- (e) Elements of physical distribution
- (f) Importance of marketing logistics

Q.3) (A) Explain various branding strategies adopted by the marketer giving suitable examples.

(12 Marks)

OR

Q.3) (X) What is product planning? Discuss the various components of product planning.

(12 Marks)

Q.4) (A) Discuss the different strategies of pricing giving relevant examples.

(12 Marks)

OR

Q.4) (X) Explain the various factors influencing price determination.

(12 Marks)

Q.5) (A) Explain any eight techniques of sales promotion adopted by the firm.

(12 Marks)

OR

Q.5) (X) Enumerate the steps involved in personal selling.

(12 Marks)

Q.5) Explain the difference between direct and indirect channels of distribution.

(12 Marks)

OR

Q.6) (X) Discuss the factors influencing the choice of channels of distribution.

(12 Marks)