

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
F.Y.B.Com, Semester I, Semester End Examination, October 2018
MARKETING MANAGEMENT (GE 1)

Duration: 2hrs

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

01. Write short notes: **(any 4)** (16 Marks)
- a. The 4P's of Marketing mix.
 - b. Geographical Pricing.
 - c. Order Processing.
 - d. Types of Advertising.
 - e. Essentials of a good brand name.
 - f. Selling v/s Marketing.
02. Write short notes: **(any 4)** (16 Marks)
- a. Purpose of product labeling.
 - b. Objectives of Sales Promotion.
 - c. Integrated Channels of Distribution.
 - d. Competition Based Pricing.
 - e. Maturity stage of Product Life Cycle.
 - f. Types of Consumer Goods.
03. A) Explain the advantages of Branding. (12 Marks)
- OR**
- X) Explain the process of new product development. (12 Marks)
04. A) What is Skimming Pricing? Explain its merits and demerits. (12 Marks)
- OR**
- X) Elaborate on the various factors to be considered while deciding the Price. (12 Marks)
05. A) Elaborate on the sales promotion tools for Dealers. (12 Marks)
- OR**
- X) Describe the Various tools of Public Relations. (12 Marks)
06. A) Describe the various factors influencing the choice of distribution channels. (12 Marks)
- OR**
- X) Explain the Role of Advertising in Marketing. (12 Marks)
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