

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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