

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa  
First Year B. Com - Semester I  
MAY/JUNE SUPPLEMENTARY EXAMINATION 2018  
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

- Q 1. Explain in 10 to 12 lines: (any 4) (16 Marks)
- a) Marketing management
  - b) Importance of Pricing
  - c) Product Life Cycle
  - d) Sales Management
  - e) Factors influencing pricing
  - f) Types of packaging
- Q2. Write short notes: (any 4) (16 Marks)
- a) Public relations tools
  - b) Product concept
  - c) Functions of packaging.
  - d) Labeling
  - e) Pricing Strategies
  - f) Need for distribution channels
- Q3. A) Explain the various concepts prior to the marketing concept (12 Marks)
- OR**
- X) Describe the various branding strategies. (12 Marks)
- Q4. A) Describe the popular methods of pricing products. (12 Marks)
- OR**
- X) Explain the new product development process. (12 Marks)
- Q5. A) Explain the personal selling process. (12 Marks)
- OR**
- X) Describe the elements of marketing mix. (12 Marks)
- Q6. A) Describe the various distribution channel policies. (12 Marks)
- OR**
- X) Describe the common sales promotion tools used in marketing.(12 Marks)