

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
F.Y.B.Com, Semester I, Supplementary Examination, May/June 2019  
**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. Core concepts of marketing.
  - b. External Factors Influencing Pricing.
  - c. Importance of marketing.
  - d. Merits of Personal Selling.
  - e. Distribution channel policies.
  - f. Characteristics of Advertising.
02. Write short notes: **(any 4)** (16 Marks)
- a. Objectives of Product planning.
  - b. Importance of Advertising.
  - c. Conventional Channels of Distribution.
  - d. Functions of Packaging.
  - e. Public Relations.
  - f. Importance of Pricing.
03. A) Explain the stages in a Product Life Cycle. (12 Marks)  
**OR**  
X) Explain the importance of branding in marketing. (12 Marks)
04. A) What is cost based pricing? Explain its merits and demerits. (12 Marks)  
**OR**  
X) Describe the various pricing policies. (12 Marks)
05. A) Elaborate on the various tools of Sales Promotion for Consumers. (12 Marks)  
**OR**  
X) Explain the role of Advertising with respect to the various Stakeholders. (12 Marks)
06. A) Describe the Elements of Physical Distribution. (12 Marks)  
**OR**  
X) Elaborate on the Essentials of Packaging. (12 Marks)
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