

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa  
FY B.Com Semester 1 Repeat Examination November 2023  
SUB: Marketing Management (GE 1)

**Duration: 2 Hours**

**Total Marks: 80**

- Instructions: 1) All questions are compulsory. However, internal choice is available  
2) Answer sub questions in question 1 and question 2 in not more than 100 words each  
3) Answer questions from question 3 to question 6 in not more than 400 words each  
4) Figures to the right indicate full marks

Q 1) Answer any 4 : (4x4=16)

- a. What do you mean by product planning?
- b. List the stages of Product Life Cycle.
- c. State the importance of labelling
- d. Write a note on penetration pricing
- e. What do you mean of pricing?
- f. Write a note on geographical pricing.

Q 2) Answer any 4 : (4x4= 16)

- a. What are the limitations of advertising?
- b. Write a note on public relations
- c. Write a note on sales promotion.
- d. Explain the concept of physical distribution
- e. List the types of channels of distribution.
- f. Explain the distribution channel policies.

Q 3 A) What do you mean by branding? Explain the branding strategies with examples.

OR (12)

Q 3 X) Explain the New Product Development Process.

Q 4 A) Discuss the factors influencing of pricing.

OR (12)

Q4 X) State and explain the importance of pricing in detail.

Q 5 A) Describe the various tools of sales promotion with suitable examples.

OR (12)

Q5 X) Illustrate the personal selling process in detail.

Q 6 A) Describe the various elements of physical distribution.

OR (12)

Q6 X) Describe in detail the various factors influencing the choice of channels.