

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.
B.Com (Semester I) Intra Semester Assessment (ISA) I- Test,
July 2019

MARKETING MANAGEMENT

Duration: 30 minutes

Marks: 10

Q.1. State whether the following statements are True or False

($\frac{1}{2} \times 4 = 2$)

- a) Marketing is human activity directed at satisfying needs and wants through exchange processes.
- b) The aim of marketing is to develop mutually beneficial exchanges.
- c) Test marketing is an act of analysing business.
- d) Marketing function is independent of other management functions.

Q.2. Answer the following questions

(2 x 4 = 8)

- a) Explain the importance of marketing.
- b) Write a note on the Product introduction phase of product planning.
- c) Discuss briefly the importance of Idea generation in the new product development process.
- d) Explain with example the decline stage of product life cycle.