

Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND  
ECONOMICS  
PONDA- GOA

B.COM. CBCS (SEMESTER-I) EXAMINATION January, 2021

**MARKETING MANAGEMENT (GE 1)**

Duration: **2 Hours**

Marks:**40**

---

**Instructions:**

1. All questions are compulsory.
2. Answer **ANY FIVE** sub-questions in **Q1** in **not more than 50 words each**.
3. Answer **ANY SIX** sub-questions in **Q2** in **not more than 250 words each**.
4. Figures to the right indicate maximum marks to the questions.

**Q1.**

**5x2=10**

- i. What is marketing?
- ii. What is Skimming pricing policy?
- iii. Explain any two objectives of Advertising.
- iv. Explain any two types of distribution channels.
- v. Explain any two Branding strategies.
- vi. Explain any two factors influencing pricing.
- vii. Explain any two tools used for Public relations.
- viii. Explain any two elements of Physical distribution.

**Q2.**

**6x5=30**

- a. Explain new product development process.
  - b. Explain in detail essentials of a good brand name.
  - c. Explain major pricing methods.
  - d. Explain various pricing policies.
  - e. Explain major tools of sales promotion.
  - f. Explain steps involved in Personal Selling.
  - g. Explain factors influencing choice of channels.
  - h. Explain various distribution channel policies.
-