

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. (SEMESTER- I) CHOICE BASED CREDIT SYSTEM
EXAMINATION, OCTOBER 2018
MARKETING MANAGEMENT (GEI)**

Duration: 2 hours

Marks: 80

INSTRUCTIONS

- 1. All questions are compulsory.*
- 2. Figures to the right indicate full marks.*
- 3. Answer the question nos. 3 to 6 in approximately 400 words.*

- Q1. Answer any **FOUR** of the following (approx. 100 words each): (4x4= 16)
- a. Explain transportation as an element of physical distribution.
 - b. What do you mean by skimming pricing? Explain.
 - c. What do you mean by pricing? Explain.
 - d. Explain the core marketing concept of 'needs, wants and demands'.
 - e. What do you mean by sales promotion? Explain.
 - f. What do you mean by channels of distribution? Explain.
- Q2. Answer any **FOUR** of the following (approx. 100 words each): (4x4= 16)
- a. What do you mean by physical distribution? Explain.
 - b. What are the essentials of a good brand name? Explain.
 - c. Explain the reasons for new product development.
 - d. What do you mean by penetration pricing? Explain.
 - e. What do you mean by public relations? Explain.
 - f. Explain any four limitations of advertising.
- Q3. A) Elaborate on the importance of marketing. (12)
- OR**
- Q3. X) Explain the steps involved in the new product development process. (12)
- Q4. A) Explain the different sales promotion tools used for consumer, trade and business. (12)
- OR**
- Q4. X) What is the role of advertising? Explain. (12)
- Q5. A) Explain the different factors affecting pricing decisions. (12)
- OR**
- Q5. X) Explain geographical, leader and psychological pricing policies. (12)
- Q6. A) Explain the different factors that affect choice of channels. (12)
- OR**
- Q6. X) Explain warehousing and inventory control as elements of physical distribution (12)

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