

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA- GOA
B.COM. CBCS (SEMESTER- I) EXAMINATION, OCTOBER 2019
MARKETING MANAGEMENT (GE 1)

Duration: 2 hours

Marks: 80

Instructions: (i) All Questions are compulsory, however internal choice is available.
(ii) Answer sub-questions in Q.1 and Q.2 in not more than 100 words each.
(iii) Answer Q. 3 to Q. 6 in not more than 400 words.
(iv) Figure to the right indicate maximum marks to the question / sub question.

- Q.1) Answer **any four** of the following (16)
- a. Explain in brief essentials of a good brand name.
 - b. What is Psychological pricing?
 - c. What are the reasons for product failure (any 4 reasons).
 - d. Explain Cost and Demand base pricing.
 - e. Explain external factors influencing pricing policy (any 4 points).
 - f. Write note on importance of labelling.
- Q. 2) Answer **any four** of the following (16)
- a. Write short note on personal selling.
 - b. Explain any four limitations of advertising
 - c. Explain public relation as promotion tool.
 - d. Write note on sales promotion at Dealer's level.
 - e. Explain any two elements of physical distribution.
 - f. Explain Exclusive Distribution Strategy.
- Q.3. A) "Consumers prefer periodical changes in the Packaging." Discuss. (12)
- OR**
- B) Explain various stages involved in product life cycle. (12)
- Q.4.A) Explain in detail various internal factors influencing pricing policy of the firm. (12)
- OR**
- B) Briefly explain the following. (12)
- i. Skimming pricing
 - ii. Penetration pricing
- Q.5.A) State and explain in brief sale promotion tools at consumer level. (12)
- OR**
- B) What do you mean by advertising? Explain the various objectives of advertising. (12)
- Q.6.A) Explain in detail any two types of distribution channels. (12)
- OR**
- B) Explain in detail Intensity based Distribution Policy. (12)