

**GOA VIDYAPRASARAK MANDAL'S
GOPAL GOVIND POY RAITURCAR COLLEGE OF
COMMERCE AND ECONOMICS, PONDA- GOA
B.COM. CBCS (SEMESTER-I) SUPPLEMENTARY EXAMINATION
AUGUST, 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.

QI) Answer **ANY FIVE** from the following (5x2Marks) = 10 Marks

1. Explain concept of marketing in brief.
2. What is Branding?
3. Explain any two internal factors Influencing Pricing Policy.
4. Explain any two Price Skimming Disadvantages.
5. Explain any two objectives of advertising.
6. What is Public relation?
7. Explain any two Physical distribution elements.
8. What is Physical distribution?

QII) Answer **ANY SIX** from the following. (6x5 Marks) = 30 Marks

- a. Explain product life cycle stages.
 - b. Explain in detail essentials of a good packaging.
 - c. Explain importance of pricing in detail.
 - d. Explain various pricing policies.
 - e. Explain role of Advertising in detail.
 - f. Explain steps involved in Personal Selling.
 - g. Explain factors influencing choice of channels.
 - h. Explain Types of Channels of distribution.
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