

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-I) SUPPLEMENTARY EXAMINATION,
DECEMBER 2020
MARKETING MANAGEMENT**

Duration: 2 Hours

Marks: 40

Q1. Answer any 10 questions out of the following:

(2marks each)

- i. Explain modern marketing concept.
- ii. Write a note on Idea Generation stage of New Product Development Process.
- iii. Explain importance of marketing. (2 points)
- iv. Explain the concept Test Marketing
- v. 'Advertising confuses buyers'. Explain.
- vi. Write a short note on Skimming Pricing policy.
- vii. Explain Multiple Brand product strategy.
- viii. State advantages of advertising to consumers. (4 points)
- ix. What is Branding?
- x. Write a note on Introduction Stage of Product Life Cycle.
- xi. Explain any two objectives of advertising.
- xii. Write a short note on Psychological Pricing Strategy with suitable example.
- xiii. State and explain any two characteristics of advertising.
- xiv. Explain importance of packaging to consumers. (any 2 points)
- xv. Explain any two internal factors influencing pricing policy.
- xvi. Explain any two marketing strategies to be adopted for product survival under declined stage of PLC.

Q2. Answer any 4 questions of the following:

(5 marks each)

- i. Write a note on Labelling.
- ii. Explain any 5 points of essentials of good product packaging.
- iii. Write a short note on Penetration Pricing Strategy.
- iv. Write a note on sales promotion.
- v. Write short note on public relation as marketing tool.
- vi. Explain competition based pricing method of product pricing.

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