

Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND  
ECONOMICS, PONDA-GOA  
B.COM. (SEMESTER- I) CHOICE BASED CREDIT SYSTEM  
SUPPLEMENTARY EXAMINATION, MAY/JUNE 2019  
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 order processing as an element of physical distribution.
  - b. Explain materials handling as an element of physical distribution.
  - c. What do you mean by product planning? Explain.
  - d. Explain the reasons for new product failure.
  - e. What do you mean by psychological pricing? Explain.
  - f. What do you mean by sales promotion? Explain.
- Q2. Answer any FOUR of the following (approx. 100 words each): (4x4= 16)
- a. What do you mean by marketing logistics? Explain.
  - b. Explain the core marketing concept of 'target markets, positioning and segmentation'.
  - c. What do you mean by leader pricing? Explain.
  - d. Explain any two internal factors affecting pricing decisions.
  - e. What do you mean by personal selling? Explain.
  - f. What are the different tools of public relations? Explain.
- Q3.A) Explain the types of channels used in the distribution of the following: (12)
- (i) Consumer goods
  - (ii) Business goods
- OR**
- Q3. X) Explain the policies of distribution channels. (12)
- Q4. A) What do you mean by product life cycle? Explain the stages in product life cycle. (12)
- OR**
- Q4. X) What do you mean by branding? Explain the different branding strategies. (12)
- Q5. A) Explain the methods of pricing. (12)
- OR**
- Q5. X) What do you mean by pricing? Elaborate on the importance of pricing. (12)
- Q6. A) What do you mean by advertising? Explain its role and limitations. (12)
- OR**
- Q6. X) What are the steps involved in personal selling? Explain. (12)

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