

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS**  
**FARMAGUDI, PONDA- GOA**  
**B.COM. CBCS (SEMESTER- I) REPEAT EXAMINATION NOVEMBER 2023**  
**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

**Q.1) Answer ANY FOUR of the following: (4X4=16 Marks)**

- 1) Write a short note on Labeling.
- 2) Explain the Objectives of Pricing.
- 3) What are the reasons for New Product Development? **(ANY 4)**
- 4) Explain the essentials of a Good Brand Name. **(ANY 4)**
- 5) Write the advantages of Cost Based Pricing method. **(ANY 4)**
- 6) Why is appropriate pricing needed? Explain giving 4 reasons.

**Q.2) Answer ANY FOUR of the following: (4X4=16 Marks)**

- 1) Write a short note on Advertising.
- 2) Explain the major tools of Sales Promotion.
- 3) State the objectives of Sales promotion.
- 4) Write a short note on Physical Distribution in marketing logistics.
- 5) Write a short note on direct channel of distribution.
- 6) Explain the levels of distribution under indirect channels of distribution.

**Q.3) Answer ANY ONE of the following: (1X12 =12 Marks)**

- 1) Explain the objectives of Product Packaging

**OR**

- 2) Explain stages involved in Product Life Cycle.

**Q.4) Answer ANY ONE of the following: (1X12 =12 Marks)**

- 1) Explain the importance of Pricing.

**OR**

- 2) Explain the methods of Price Determination.

**P.T.O.**

