



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

Vidya Prabodhini College of Commerce, Education, Computer & Management  
Vidyanagar, Alto-Parvari, Goa

**SEMESTER II END EXAMINATION – APRIL 2017 (Regular/Repeat)**

Semester: II

M. Marks: 80

Sub: Marketing Management II

M. Time: 2 hours

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INSTRUCTIONS:

1. All questions are compulsory
2. Figures to the right indicate marks
3. Every main question should begin on fresh page

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**Q. No. 1 Answer any four of the following 4 x 4 = 16 Marks**

- a. What are the functions of Packaging?
- b. Write a short note on branding Strategy.
- c. What are the benefits of Labeling?
- d. What are the benefits of Effective Pricing?
- e. State any four advantages of Demand Based Pricing.
- f. State the limitations of Cost Based Pricing Method.

**Q. No. 2 Answer any four of the following 4 x 4 = 16 Marks**

1. State any six advantages of sales promotion to Customers.
2. Explain any two Tools of Sales Promotion.
3. What are the importance of advertising?
4. Write a note on exclusive distribution policy.
5. What are the essentials of physical distribution?
6. Write a note on intensive distribution policy.

**Q. No. 3 Answer any one of the following 1 x 12 = 12 Marks**

- A. Explain in detail new Product Development Process.
- B. Explain Product Life Cycle in detail.

**Q. No. 4 Answer any one of the following 1 x 12 = 12 Marks**

- C. Explain any three Pricing methods
- D. Explain the Skimming Pricing, Penetration Pricing and Geographical Pricing policies.

**Q. No. 5 Answer any one of the following 1 x 12 = 12 Marks**

- E. What is meant by Advertising? Explain any six Limitations of advertising.
- F. Explain personal selling and its stages in detail.

**Q. No. 6 Answer any one of the following 1 x 12 = 12 Marks**

- G. What are the factors influencing choice of channels of distribution?
- H. What are the Elements of Physical Distribution?