



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

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

FYBCOM SEMESTER END EXAMINATION – OCT/NOV 2017 (Regular/Repeat)

Sub: Marketing Management (As per CBCS)

Semester: I

M. Marks: 80

M. Time: 2 hours

INSTRUCTIONS:

1. All questions are compulsory, however internal choice is available
2. Figures to the right indicates the total marks to that question
3. Answer each main question on a fresh page

Q. No. 1 Write a short note on ANY FOUR of the following. **4 x 4 = 16 Marks**

- a. Functions of Packaging
- b. Advantages of Labeling
- c. Advantages of Branding to consumers
- d. Importance of effective pricing
- e. Demand Based Pricing
- f. Leader Pricing

Q. No. 2 Answer ANY FOUR of the following **4 x 4 = 16 Marks**

1. State the Features of Promotion.
2. State any four objectives of promotion.
3. Explain any two objectives of advertising.
4. Explain any two elements of physical distribution.
5. What are the factors influencing choice of channels of distribution?
6. State any four merits and demerits of exclusive distribution policy.

Q. No. 3 Answer ANY ONE of the following **1 x 12 = 12 Marks**

- A. Explain in detail the New Product development process.
- B. Discuss in detail the Product Life Cycle.

Q. No. 4 Answer ANY ONE of the following **1 x 12 = 12 Marks**

- C) Explain Cost Based and Demand Based Methods of Pricing.
- D) Explain Skimming and Penetration pricing policies.

Q. No. 5 Answer ANY ONE of the following **1 x 12 = 12 Marks**

- E. Explain the tools of Public Relations.
- F. What is advertising? Explain functions of advertising.

Q. No. 6 Answer ANY ONE of the following **1 x 12 = 12 Marks**

- G. Explain any four channel of distribution.
- H. Elaborate on any two distribution channel policies in detail.