

PRABODHAN EDUCATION SOCIETY'S
"VIDYA PRABODHINI COLLEGE OF COMMERCE, EDUCATION,
COMPUTER AND MANAGEMENT, VIDYANAGAR, PARVARI, GOA.
F.Y.B.COM SEMESTER END EXAMINATION
APRIL 2018 (REGULAR/REPEAT)
SUB: Marketing Management II

SEMESTER: II

CLASS: **F.Y.B.COM**

DURATION: **2 Hrs**

MAX. MARKS: **80**

- Instructions:**
- i. All questions are compulsory and are having internal choice.
 - ii. Figures to the right indicate marks allotted.
 - iii. 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)
- a. State any 4 advantages of effective pricing.
 - b. State any four advantages of demand based pricing.
 - c. State the limitations of Cost Based Pricing Method.
 - d. What are the functions of Packaging?
 - e. Write a short note on branding Strategy.
 - f. What are the benefits of Labelling?
- Q. No. 2 Answer **ANY FOUR** of the following (4 x 4 = 16)
1. State any six advantages of sales promotion to customers.
 2. Explain any two tools of sales promotion.
 3. Explain 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)
- 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)
- 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)
- 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)
- G. What are the factors influencing choice of channels of distribution?
 - H. What are the elements of physical distribution?