

Semester End Examination, Oct-Nov. 2019

Programme: B.COM

Subject: Commerce

Course Code: GE1

Course Title: Marketing Management

Category: Generic Elective

Semester: I

Paper No: I

Time: 2 hours

Max. Marks: 80

Instructions:

1. The question paper contains 6 questions spread across 2 pages
2. All questions are compulsory
3. Answer Q.1 & Q.2 in not more than 100 words
4. Answer Q.3 to Q.6 in not more than 400 words
5. Figures to the right in brackets indicate maximum marks

-
- Q. No. 1 Write a short note on **any four** of the following (4 X 4 = 16)
- a Reasons for New product flavour
 - b Types of labels
 - c Functions of Packaging
 - d Importance of Pricing
 - e Penetration Pricing
 - f Demand Based pricing
- Q. No. 2 Write a short note on **any four** of the following (4 X 4 = 16)
- I Features of Promotion
 - II Tools of Public Relations
 - III Role of Advertising
 - IV Factors influencing choice of channels
 - V Selective Distribution Policy
 - VI Exclusive Distribution Policy
- Q. No. 3 Answer **any one** of the following (1 X 12 = 12)
- A Explain in brief the Product Life Cycle.
 - B State and explain Advantages of branding to manufacturer.

Q. No. 4 Answer **any one** of the following (1 X 12 = 12)

C Explain in brief Cost Based Pricing Method and its importance.

D Explain in brief Geographical Pricing and its types.

Q. No. 5 Answer **any one** of the following (1 X 12 = 12)

E Explain in brief any six tools of sales promotion.

F Explain in brief stages of personal selling.

Q. No. 6 Answer **any one** of the following (1 X 12 = 12)

G Explain in brief any six Elements of physical distribution.

H Explain in brief types of channels of distribution.
