

**F.Y.B.COM SEMESTER END EXAMINATION**

**OCT-NOV 2018-19 (REGULAR / REPEAT)**

**SUB: Marketing Management (As per CBCS)**

**SEMESTER: I**

**DURATION: 2 hours**

**MAX. MARKS: 80**

- 
- Instructions:**
- All questions are compulsory and are having internal choice.
  - Figures to the right indicate marks allotted.
  - Answer sub-question in question 1 and question 2 in not more than 100 words each
  - Answer question 3 to question 6 in not more than 400 words each.
- 

**Q.1) Write short notes on following (ANY FOUR) (4 x 4 = 16)**

- Essentials of good brand name
- Product planning
- Essentials of packaging
- Cost based method of pricing
- Pricing
- Import based method of pricing

**Q.2) Write short notes on following (ANY FOUR) (4 x 4 = 16)**

- Limitations of advertising
- Tools of public relation
- Importance of sales promotion
- Types of channels of distribution
- Physical distribution
- Factors influencing choice of channel of distribution

**Q.3) a) Discuss new product development process. (1 x 12 = 12)**

OR

b) What are the reasons for new product development?

**Q.4) a) Discuss various pricing policies. (1 x 12 = 12)**

OR

b) What are the factors influencing pricing?

**Q.5) a) Bring out the various tools of sales promotion (1 x 12 = 12)**

OR

b) What is personal selling? Explain stages of personal selling.

**Q.6) a) What are the distribution channel policies? (1 x 12 = 12)**

OR

b) Discuss elements of physical distribution.