

FYBCOM Semester End Assessment (Regular/Repeat)

November, 2022

Course Title: Marketing Management

Course Code: UCOG105

Category: Generic Elective

Semester: I

Duration: 2 Hours

Max Marks: 80 Marks

Instructions:

- All questions are compulsory having an internal choice.
- Figures to the right indicate the maximum marks allotted.

---

Q. No. 1 Write a short note on **any four** of the following (4 X 4 = 16)

- Features of Promotion.
- Public Relations.
- Advantages of promotion to customers.
- Selective Distribution Policy.
- Physical Distribution.
- Intensive Distribution Policy.

Q. No. 2 Write a short note on **any four** of the following (4 X 4 = 16)

- Labelling.
- New Product Failure.
- Advantages of Branding to the Trader.
- Penetration Pricing.
- Types of Geographical Pricing.
- Leader Pricing.

Q. No. 3 Answer **any one** of the following (1 X 12 = 12)

- Explain in brief any six tools of sales promotion.
- Explain in detail the role of advertising in marketing.

VPCCECM

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

C Explain the types of channels of distribution.

D Explain the factors influencing the choice of channels.

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

E Explain in detail the Product Life Cycle.

F Explain in detail any six functions of Packaging.

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

G Explain in detail any two methods of Pricing.

H State and explain the importance of proper Pricing.

\*\*\*\*\*