

FYBCOM/

Semester End Assessment (Regular/Repeat)

Special

June 2023

Course Title: Marketing Management

Course Code: GE1

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.

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- Q. No. 1 Write a short note on **any four** of the following (4 X 4 = 16)
- I Disadvantages of Branding.
  - II Advantages of branding to consumers.
  - III Importance of Labelling.
  - IV Demand-based pricing.
  - V Competition-based pricing.
  - VI Import-based pricing.
- Q. No. 2 Write a short note on **any four** of the following (4 X 4 = 16)
- a Tools of public relations.
  - b Advantages of promotion to middlemen.
  - c Stages of personal selling.
  - d Types of channels of distribution.
  - e Selective Distribution Policy.
  - f Exclusive Distribution Policy.
- Q. No. 3 Answer **any one** of the following (1 X 12 = 12)
- A Explain the essentials of a good brand name.
  - B Explain in detail the Product Life Cycle.
- Q. No. 4 Answer **any one** of the following (1 X 12 = 12)
- C Explain the importance of proper Pricing.
  - D State and explain any three Pricing Policies

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

E      Explain the limitations of advertising.

F      Explain any six tools of sales promotion.

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

G      Explain any six elements of physical distribution.

H      Explain the factors influencing the choice of channels.

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