

THE C.E.S COLLEGE OF ARTS AND COMMERCE, CUNCOLIM, SALCETE-GOA
B.Y.B.COM SEMESTER I END EXAMINATION OCTOBER/NOVEMBER 2019

SUBJECT: MARKETING MANAGEMENT CODE:GE-1

DATE: 23/10/19

DURATION: 2 hours

TIME: 10.00 am to 12 Noon

MAX. MARKS: 80

INSTRUCTIONS: 1] Attempt all questions
2] Figures to the right indicate full marks.

Q. 1] Write short notes on ANY FOUR of the following

[4x4=16]

- a] New product development
- b] Essentials of a good brand name
- c] Personal selling
- d] Importance of sales promotion to consumers
- e] Geographical Pricing
- f] Importance of marketing

Q.2] Write short notes on ANY FOUR Of the following

[4x4=16]

- a] Packaging
- b] Product Life Cycle
- c] Public Relations
- d] Importance of sales promotion to the manufacturer
- e] Methods of pricing
- f] Steps in personal selling

Q.3.A] What is labeling? Explain the importance of labeling a product.

[12]

OR

Q.3. B] Describe in detail concepts of marketing.

[12]

Q.4. A] Explain the internal and external factors influencing pricing decisions .

[12]

OR

Q.4.B] State and explain pricing policies which are used by the marketers.

[12]

Q.5. A] What is advertising? Explain limitations of advertising.

[12]

OR

Q.5.B] Explain in detail major tools of sales promotion.

[12]

Q.6.A] Explain the meaning of physical distribution. Describe the elements of physical distribution.

[12]

OR

Q.6.B] Explain the factors influencing choice of channel of distribution.

[12]

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