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**SAINTGITS COLLEGE OF APPLIED SCIENCES**

**Internal Assessment Examination, September 2019**

**B.Com Third Semester (Computer Applications & Taxation)**

**MARKETING MANAGEMENT**

Total : 80 marks Name………………………

Time :3Hours Roll No ……………………

**Section A**

*Answer any 10 questions. Each question carries 2 marks.*

1. Define Marketing Management.

2. What is STP?

3. What do you mean by Co-branding?

4. What do you understand by product standardization?

5. What is meant by predatory pricing?

6. What is meant by charm pricing?

7. Define SCM.

8. What do you mean by retailing? Also explain, who is a retailer?

9. What is green marketing?

10. What is meant by demarketing?

11. What is meant by BOGOF?

12. What is meant by labelling? **(10 X 2 = 20 marks)**

**Section B**

*Answer any 6 questions. Each question carries 5 marks.*

13. State the importance of marketing mix.

14. Explain Market positioning strategies?

15. What do you mean by packaging? Explain the functions of packaging.

16. Define brand equity. Explain the key elements of brand equity.

17. What is Resale Price Maintenance? Explain its objectives.

18. Define logistics. Also explain the logistics mix.

19. Explain Advantages of Relationship marketing?

20. What is online marketing? Explain the types of online marketing.

21. Explain the dimensions of product mix. **(6 X 5 = 30marks)**

**Section C**

*Answer any 2questions. It carries 15marks.*

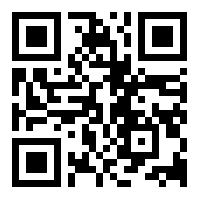
22. Explain new product development and its steps?

23. Explain channels of distribution. Discuss the important factors affecting the choice of channel of distribution.

24. Explain guerilla marketing.Describe the features, major advantages and disadvantages of guerilla marketing.

25. What is pricing? Explain the importance of pricing. Also explain the factors affecting pricing decision.

**(2 X 15 = 30 marks)**



***Scan QR code for the answer scheme***