

243 - Principles of Marketing Management - II

P. Pages : 1

Time : Three Hours



GUG/W/16/5120

Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Define product: Explain the quality and design of its. **8**
b) Explain the function of labeling. **8**

OR

- c) Define packaging. Discuss the role and functions of packaging. **16**
2. a) State the objectives of pricing. **8**
b) Explain the factor affecting determination of the price. **8**

OR

- c) What is mean by Pricing policies? Discuss the method of pricing policies. **16**
3. a) State the importance of publicity. **8**
b) Define promotion. Explain the role of Promotion. **8**

OR

- c) What is mean by selling process? Discuss the sales promotion Techniques. **16**
4. a) Explain the concept and role of Distribution. **8**
b) Distinguish between whole selling and Re failing. **8**

OR

- c) Describe the factor affecting choice of distribution channel. **16**
5. Write short note.
a) Trade mark. **4**
b) Pricing strategies. **4**
c) Public relation. **4**
d) Problems in service marketing. **4**
