A-2671
Second Year B. Com. (Sem. III) Examination
March/April – 2015
Marketing Management-2

Time : Hours] [Total Marks : 50

सूचना :
(1) Fill up strictly the details of signs on your answer book.
Name of the Examination :
S. Y. B. COM. (SEM. 3)
Name of the Subject :
MARKETING MANAGEMENT-2
Subject Code No. : 2 6 7 1 Section No. (1, 2,......): Nil
Seat No. :
Student's Signature

(2) प्रश्न नं. 1 कल्पित छ.
(3) जम्मू बाज़ार अंक प्रश्न नं. 3 कल्पित छ.

1. टूकें मान आएँ बाल : 10
   (1) भाषावान व्यक्ति ज्ञानयो.  
   (2) फूटना प्रकार ज्ञानयो.  
   (3) वितरण मार्गों अथवा तूके ज्ञानयो ?  
   (4) वितरण मार्गों मार्ग ज्ञानयो.  
   (5) क्या प्रमाणों छूटक अथवा सीना प्रकार ज्ञानयो.

2. अपारां दिनतुन महत्त्व समझयो. विविध दिनतुन नीतियों समझयो. 14
   अध्याय नं. 2
   वितरण मार्गों महत्त्व समझयो. माहम परंपरागत मात्रां विविध परिपत्रों 14
   समझयो.

3. टूकी नोट दायो : (होटल नोट)
   (1) ज्ञानवान वेपारीयों द्वारा अपशंस देवायो.  
   (2) प्रवर्तन (प्रमोशन) नं. महत्त्व अने क्रमयो.  
   (3) सुपर माइट.  
   (4) उपकरण फाइबर.  
   (5) छूटक वेपारीयों दायो.

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ENGLISH VERSION

Instructions: (1) As per the instruction no. 1 of page no. 1.
(2) Question 1 is compulsory.
(3) Figures to the right indicate marks.

1. Answer in brief:
   (1) Name types of Allowances.
   (2) Name various types of discounts.
   (3) What do you mean by distribution channels?
   (4) Name the various types of channels.
   (5) Classify the retail agencies on the basis of size.

2. Explain the importance of pricing in Business. What are the various types of pricing policies?

   OR

2. Explain the importance of channels of distribution. What are the factors influencing the channel choice?

3. Write short notes: (any three)
   (1) Services rendered by Wholesalers.
   (2) Importance and advantages of promotion.
   (3) Super markets.
   (4) Discount houses.
   (5) Functions of retailers.

   Damodar Ltd. is a company producing four wheelers. There is tough competition in the market. The company wants to increase its sales during the festive seasons. It wants to promote its products specially at dealers level. What type of promotional tools will you recommend to increase its sales during the festive season and why? Give reasons.