

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao, Goa
FYB.COM, SEM II, SUPPLEMENTARY EXAMINATION, MAY/JUNE 2015

Foundation Course-MARKETING (New course)

Duration: 2 Hours

Max. Marks: 80

Instructions:

1. All questions are compulsory
2. Figures to the right indicate maximum marks

Q1. Write short notes: (any 4) (4X4=16)

- a) Branding strategies
- b) Brand equity
- c) Limitations of Sales promotion
- d) Role of middlemen
- e) Publicity
- f) Limitations of Personal selling

Q2. Answer in 10-12 lines: (any 4) (4X4=16)

- a) Skimming pricing
- b) MRP
- c) Distributors brand name
- d) Functions of packaging
- e) Breakeven pricing
- f) Criticism of advertising

Q3. A) Explain the concept of branding. Explain its advantages to the manufacturer and consumer. (12)

OR

X) Explain the essential features of a good brand name. (12)

Q4. A) Explain the steps involved in the personal selling process. (12)

OR

X) Explain the importance of packaging and labeling. (12)

Q5. A) Describe the different types of intermediaries in distribution channels. (12)

OR

X) What is demand based pricing? State its advantages and limitations. (12)

Q6. A) Explain the term advertising. Describe its advantages. (12)

OR

X) Describe the major tools of sales promotion. (12)
