

**Shree Damodar College of Commerce & Economics, Margao Goa**  
**First Year B. Com - Semester II (OLD Course), End Semester Examination, April 2015**

**Foundation Course-MARKETING**

**Duration : 2Hours**

**Max. Marks : 80**

***Instructions:***

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

**Q1. Write short notes: (any 4)**

**(16 Marks)**

- a) Brand loyalty
- b) Brand equity
- c) Limitations of Personal selling
- d) Role of intermediaries
- e) Publicity
- f) Personal selling vs advertising

**Q2. Answer in 10-12 lines: (any 4)**

**(16 Marks)**

- a) Copyright
- b) Umbrella brand name
- c) Functions of packaging
- d) Breakeven pricing
- e) Penetration pricing
- f) Limitations of advertising

**Q3. A) Explain the advantages of branding to the manufacturer and consumer. (12 Marks)**

**Or**

**X) Explain the essential features of an ideal brand name. (12 Marks)**

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

**Or**

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

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

**Or**

**X) What is cost-based pricing? State its advantages and limitations.(12 Marks)**

**Q6.A) Describe the major tools of sales promotion. (12 Marks)**

**Or**

**X) Explain the term advertising. Describe its advantages (12 Marks)**

---