

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao, Goa  
First Year B. Com - Semester II  
End Semester Examination, April 2015

Foundation Course-MARKETING

Duration: 2 Hours

Max. Marks: 80

**Instructions:**

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

Q1. Answer in 10-12 lines: (any 4)

(4X4=16)

- a) Brand mark
- b) Benefits of changes in packaging
- c) Limitations of advertising
- d) Private brand name
- e) Demand based pricing
- f) Perceived value pricing

Q2. Write short notes: (any 4)

(4X4=16)

- a) Brand equity
- b) Limitations of branding
- c) Criticism of packaging
- d) Public relations
- e) Limitations of personal selling
- f) Types of distribution channels

Q3. A) Define branding. State the advantages and limitations of branding.

(12)

OR

X) Describe the features of an ideal brand name.

(12)

Q4. A) Describe why packaging is gaining in importance? Explain the functions of packaging.

(12)

OR

X) Describe the importance of labeling in marketing management.

(12)

Q5. A) Describe the objectives of pricing.

(12)

OR

X) What is cost based pricing? State its advantage and limitations.

(12)

Q6. A) Explain the features and advantages of advertising.

(12)

OR

X) Describe any 6 major tools of sales promotion, with examples.

(12)

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