

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)

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