

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)**
