

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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