

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester II
End Semester Examination, April 2017
Foundation Course-MARKETING

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) (16 Marks)
- a) Manufacturers brand
 - b) Brand equity
 - c) Limitations of sales promotion
 - d) MRP
 - e) Advantages of advertising
 - f) Role of intermediaries
- Q2. Answer in 10-12 lines: (any 4) (16 Marks)
- a) Umbrella brand name
 - b) Trade Mark
 - c) Benefits of changes in packaging
 - d) Demand based pricing
 - e) Penetration pricing
 - f) Advantages of personal selling
- Q3. A) What is branding? State the advantages of branding to the consumer. (12 Marks)
- Or
- X) Explain briefly the various branding strategies. (12 Marks)
- Q4. A) Explain the importance of packaging. Describe the functions of packaging. (12 Marks)
- Or
- X) Explain the important brand positioning strategies. (12 Marks)
- Q5. A) Describe the steps in personal selling process. (12 Marks)
- Or
- X) Explain the importance of public relations as a promotion tool. (12 Marks)
- Q6.A) Describe the major tools of sales promotion. (12 Marks)
- Or
- X) Describe the different types of distribution channels. (12 Marks)
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