

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester II,
MAY/JUNE SUPPLEMENTARY EXAMINATION 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) Brand loyalty
 - b) Brand name vs Trade mark
 - 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) Public Relations
 - 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 consumer. (12 Marks)
- Or
- X) Explain the essential features of an ideal brand name. (12 Marks)
- Q4. A) Explain the importance of packaging and labeling. (12 Marks)
- Or
- X) Explain the steps involved in the personal selling process. (12 Marks)
- Q5. A) Describe the different types of intermediaries in distribution (12 Marks)
- Or
- X) Explain the different distribution channel policies. (12 Marks)
- Q6. A) Explain the term advertising. Describe its advantages (12 Marks)
- Or
- X) Describe the major tools of sales promotion. 12 Marks
-