

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester II
End Semester Examination, April 2018 (old course)
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) Branding strategies
- b) Multiple brand strategy
- c) Limitations of advertising
- d) Exclusive distribution channels
- e) Publicity
- f) RPM

Q2. Answer in 10-12 lines: (any 4)

(16 Marks)

- a) Brand equity
- b) Merchant intermediaries
- c) Direct selling
- d) Penetration pricing policy
- e) Umbrella brand name
- f) Tools of public relations

Q3. A) Explain the advantages of branding.

(12 Marks)

Or

X) Explain the essential features of an ideal brand name.

(12 Marks)

Q4. A) Explain the importance of packaging. Describe the functions of packaging.

Or

X) Explain the important brand strategies.

(12 Marks)

Q5. A) Explain the concept of Product Life Cycle.

(12 Marks)

Or

X) What is cost based pricing? State its advantages & limitations.

(12 Marks)

Q6. A) What are channels of distribution? Why are they important?

(12 Marks)

Or

X) Explain the factors influencing choice of distribution channels.

(12 Marks)