

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. (12 Marks)
- 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)