

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao, Goa  
First Year B. Com - Semester II  
End Semester Examination, April 2016

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) Essentials of a good brand name
  - b) Demand based pricing
  - c) Penetration pricing policy
  - d) Personal selling
  - e) Tools of sales promotion
  - f) Direct channels
- Q2. Write short notes: (any 4) (4x4=16)**
- a) Trade mark
  - b) Brand positioning
  - c) RPM
  - d) Advertising v/s sales promotion
  - e) Exclusive distribution policy
  - f) Merchant intermediaries
- Q3. A) Explain briefly the various branding strategies. (12)**
- OR**
- X) What is branding? State the advantages of branding to the manufacturer. (12)
- Q4. A) Explain the importance of pricing in marketing management. (12)**
- OR**
- X) Explain the term brand equity? Give suitable examples. (12)
- Q5. A) Discuss the role of advertising in modern marketing. (12)**
- OR**
- X) Describe the major tools of public relations. (12)
- Q6. A) What are distribution channels? Why are they needed? (12)**
- OR**
- X) Explain the factors influencing choice of intermediaries. (12)

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