

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)
