

Foundation Course-MARKETING

Duration : 2Hours

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) (16 Marks)

- a) Copyright
- b) Umbrella brand name
- c) Functions of packaging
- d) Breakeven pricing
- e) Penetration pricing
- f) Limitations of advertising

Q2. Write short notes: (any 4) (16 Marks)

- a) Brand loyalty
- b) Brand equity
- c) Limitations of Personal selling
- d) Role of intermediaries
- e) Publicity
- f) Personal selling vs advertising

Q3. A) Explain the advantages of branding to the manufacturer, trader and consumer. (12 Marks)

Or

X) Explain the essential features of an ideal brand name. (12 Marks)

Q4. A) Explain the steps involved in the personal selling process. (12 Marks)

Or

X) Explain the importance of packaging and labeling. (12 Marks)

Q5. A) Describe the different types of intermediaries in distribution channels. (12 Marks)

Or

X) What is demand based pricing? State its advantages and limitations. (12 Marks)

Q6. A) Explain the term advertising. Describe its advantages (12 Marks)

Or

X) Describe the major tools of sales promotion. (12 Marks)
