

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com, Semester-II, Repeat Supplementary Examination June 2023
Truncated Syllabus 2021-22
Introduction to Marketing (CC 5)

Duration: 2 hours**Max Marks: 80**

Instructions: 1) Figures to the right indicate maximum marks

2) Start each question on fresh page

3) All Questions are compulsory

4) Answer to question Q1 & Q2 should be approximately 100 words each

5) Answer to question Q3 & Q6 should be approximately 400 words each

Q1. Write short notes on: - (Any Four)

(4*4= 16 marks)

- a. Societal marketing concept
- b. Demographic environment
- c. Consumer behavior
- d. Marketing versus Selling.
- e. Market concepts
- f. Order processing

Q2. Answer the following questions: - (Any Four)

(4*4= 16 marks)

- a) Discuss the concept of Inventory control
- b) Highlight the benefits of warehousing.
- c) Describe the objectives of training.
- d) Discuss the concept of salesforce compensation.
- e) Explain the Product orientation concept
- f) Discuss the Impact of the economic environment on marketing decisions.

Q3.a. Describe in detail the scope of marketing.

(12)

OR

Q3.x. Explain the classification of consumer goods

(12)

Q4.a. Explain the relevance of marketing research in designing marketing programs.

(12)

OR

Q4.x. What is Market Segmentation? Explain the bases of market segmentation.

(12)

Q5.a. State and explain the methods of training the salesmen.

(12)

OR

Q5.x. Explain the various global marketing strategies in detail.

(12)

Q6.a. Explain the factors affecting the remuneration plan of salesmen.

(12)

OR

Q6.x. Explain briefly the marketing mix decisions.

(12)