

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B. Com, Semester-II, Supplementary Examination August 2022
Introduction to Marketing (COC 103)

Duration: 2 Hours

Max. Marks: 80

*Instructions: 1. All questions are compulsory
2. Figures to the right indicate maximum marks*

- Q.1. Answer in **10 to 12 lines any four of the following:** **(4x4=16)**
- a) Scope of marketing
 - b) Market concepts
 - c) Advantages of market segmentation
 - d) Importance of Marketing research
 - e) Benefits of Warehousing
 - f) Need for Consumer Protection
- Q.2. Write **short notes on any four of the following:** **(4x4=16)**
- a) Speciality goods
 - b) Marketing Environment
 - c) Pricing
 - d) Physical distribution decisions
 - e) Consumerism
 - f) Marketing mix
- Q.3.A) Explain the various concepts that came before the Marketing concept. **(12)**
- OR
- Q.3.B) Explain the Marketing concept and Societal concept, in brief. **(12)**
- Q.4.A) Describe the bases for segmenting markets. **(12)**
- OR
- Q.4.B) Describe the factors that influence consumer buyer behaviour. **(12)**
- Q.5.A) Describe the important areas in physical distribution. **(12)**
- OR
- Q.5.B) Discuss the methods of sales force compensation, **(12)**
- Q.6.A) Describe the methods of Sales force training. **(12)**
- OR
- Q.6.B) Describe the alternative global market entry strategies. **(12)**
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