

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)
-