

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
FY B.Com, Semester-II, Repeat Semester End Examination, April/May 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) Speciality goods
- b) Market Research
- c) Market segmentation
- d) Features of Convenience goods
- e) Factors influencing consumer buying behavior
- f) Area and place concept

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

(4\*4= 16 marks)

- a) Discuss the concept of Franchising
- b) Discuss the concept of Inventory control
- c) Describe the importance of Salesforce training
- d) Highlight Exporting as a global marketing strategy.
- e) Differentiate between Marketing and Selling.
- f) Explain the benefits of Warehousing.

Q3.a. Discuss the different concepts in Marketing.

(12)

OR

Q3.x. Explain the scope of marketing.

(12)

Q4.a. Discuss the various bases of market segmentation.

(12)

OR

Q4.x. Explain the factors influencing the marketing environment.

(12)

Q5.a. What is physical distribution? Explain the areas in physical distribution.

(12)

OR

Q5.x. Explain briefly the marketing mix decisions.

(12)

Q6.a. What is Selection? Describe the selection procedure of salesmen.

(12)

OR

Q6.x. State and explain the methods of compensating salesmen

(12)