

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com, Semester-II, Semester End Examination, April/May 2023
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 behaviour
- f. Area and place concept

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

(4*4= 16 marks)

- a) Discuss the concept of Franchising.
- b) Explain the merits of Kiosk Marketing
- c) Describe the importance of Sales force training
- d) Highlight Exporting as a global marketing strategy.
- e) Explain the advantages of telemarketing
- f) Distinguish between Goods and Services.

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 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 Consumerism? Explain the need for consumer protection.

(12)

OR

Q6.x. Explain the distinctive characteristics of services.

(12)