

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com Semester-II, Semester End Examination, June 2022
Introduction to Marketing (UCOC103)

Duration: 2hrs**Max Marks: 80****Instructions:**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) All questions are compulsory
- 4) Answer sub questions in question no 1 and no 2 in not more than 100 words each
- 5) Answer question no 3 to question no 6 in not more than 400 words each.

1) Answer the following in brief (any 4) (16)

- a) Concepts of market
- b) What do mean by Speciality goods? Give examples
- c) Psychological factors affecting Consumer Behaviour
- d) Convenience goods v/s shopping goods
- e) Evolution of Societal marketing concept
- f) Importance of Marketing Research

2) Write short notes on the following (any 4) (16)

- a) Inventory management
- b) Order Processing
- c) Transportation
- d) Warehousing
- e) Consumerism
- f) Need for consumer protection

3 A) Describe the scope of marketing in detail.

OR

3X) Explain the product concept, selling concept and marketing concept.

(12)

4A) Elaborate the bases of market segmentation

OR

4X) State and explain the factors affecting marketing environment

(12)

5 A) Describe the salesforce selection process.

OR

5 X) Explain the various global marketing entry strategies.

(12)

6 A) Describe the elements of marketing mix .

OR

6 X) Highlight the various methods of training the salesforce.

(12)
