

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester I
End Semester Examination, October 2015
(Old Syllabus)

Foundation Course - MARKETING

Duration: 2 Hours

Max. Marks: 80

Instructions:

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

Q1. Explain in 10 to 12 lines: (any 4)

- a) Global Marketing
- b) Sales Management (16 Marks)
- c) Importance of Packaging
- d) Geographic Segmentation
- e) Factors influencing individual buying
- f) Consumer behavior

Q2. Write short notes: (any 4)

- a) Promotion
- b) Product differentiation (16 Marks)
- c) Pricing
- d) Cognitive Dissonance
- e) Maturity stage of PLC
- f) Importance of segmentation

Q3. A) Explain the various concepts prior to the marketing concept (12 Marks)

OR

X) Explain Maslow's theory of motivation. (12 Marks)

Q4. A) Describe the elements of the marketing mix. (12 Marks)

OR

X) Explain the steps in Organisational buying process. (12 Marks)

Q5. A) Explain the various Levels of Product. (12 Marks)

OR

X) Describe the economic factors affecting consumer behavior (12 Marks)

Q6. A) Explain the importance of societal marketing concept (12 Marks)

OR

X) What is product diversification? Describe the different types of diversifications. (12 Marks)
