

New

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa

First Year B. Com - Semester I
End Semester Examination, October 2015
(Old/New 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. Write short notes: (any 4) (16 Marks)

- a) Importance of marketing
- b) Maturity stage of PLC
- c) Culture
- d) Cognitive dissonance
- e) Psychographic segmentation
- f) Economic environment

Q2. Explain in 10 – 12 lines: (any 4) (16 Marks)

- a) Functions of marketing.
- b) Importance of product mix
- c) Product diversification
- d) Factors influencing organizational purchases
- e) Production concept
- f) Sales management function

Q3. A) Describe the Marketing concept. Give its advantages and disadvantages. (12 Marks)

OR

X) Describe the classification of consumer goods (12 Marks)

Q4. A) Explain the different levels of product, with examples (12 Marks)

OR

X) Explain the importance of consumer behaviour. (12 Marks)

Q5. A) Describe the various steps in the individual buying process. (12 Marks)

OR

X) Describe the steps involved in industrial buying process. (12 Marks)

Q6. A) Explain the importance of pricing in marketing. (12 Marks)

OR

X) Describe the various variables used to segment industrial markets. (12 Marks)
