

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) (16 Marks)

- a) Promotion
- b) Product differentiation
- 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)

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