

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)**

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