

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

First Year B. Com - Semester I  
May/June Supplementary Examination 2017  
Foundation Course – MARKETING

Duration: 2 Hours

Max. Marks: 80

- Instructions:** 1..All questions are compulsory  
2.Start each question on a fresh page  
3.Figures to the right indicate maximum marks

Q1. Explain in 10 to 12 lines: (any 4) (16 Marks)

- a) Marketing management
- b) importance of pricing
- c) Demographic segmentation
- d) Sales Management
- e) Factors influencing organizational purchases
- f) Consumer behavior

Q2. Write short notes: (any 4) (16 Marks)

- a) PLC
- b) Product differentiation
- c) Product diversification
- d) Importance of segmentation
- e) Packaging functions
- f) Maslow's theory of motivation

Q3. A) Describe the classification of consumer goods (12 Marks)

OR

X) Explain the importance of promotion in marketing. (12 Marks)

Q4. A) Distinguish between the marketing and selling concepts. (12 Marks)

OR

X) Explain the importance of economic factors affecting consumer behavior. (12 Marks)

Q5. A) Describe the steps involved in industrial buying process. (12 Marks)

OR

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

Q6. A) Describe the various variables used to segment industrial markets. (12 Marks)

OR

X) Explain the different levels of product, with examples (12 Marks)

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