

FYB.COM, SEM I, SUPPLEMENTARY EXAMINATION, MAY/JUNE 2015

Foundation Course - MARKETING (new course)

Duration: 2 Hours

Max. Marks: 80

Instructions:

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

Q 1. Explain in 10 to 12 lines: (any 4)

- a) Sales Management.
- b) Importance of Pricing.
- c) Demographic Segmentation.
- d) Global Marketing.
- e) Factors influencing organizational purchases.
- f) Consumer behavior.

(16 Marks)

Q2. Write short notes: (any 4)

- a) De-marketing
- b) Product differentiation
- c) Functions of packaging.
- d) Cognitive Dissonance.
- e) Promotion
- f) Significance of segmentation.

(16 Marks)

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

OR

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

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

OR

X) Explain the steps in individual buying process. Give examples. **(12 Marks)**

Q5. A) Explain the Classification of Consumer goods. **(12 Marks)**

OR

X) Explain Maslow's theory of motivation. **(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)**