

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao Goa
F.Y.B.Com Semester II, Semester End Examination April 2019
Sub: Introduction to Marketing

Duration: 2 Hours

Marks: 80

Instructions: i) All Questions are compulsory.

ii) Answers to sub questions in 1 and 2 to be answered in not more than 100 words each.

iii) Answers to question 3 to 6 to be answered in not more than 400 words each.

iv) Figures to the right indicate marks.

- 1) Write short notes on (any four) (16)
- a) Production concept
 - b) Selling v/s Marketing
 - c) Societal marketing
 - d) Importance of Marketing Research
 - e) Political Environment
 - f) Market segmentation
- 2) Write short notes on (any 4) (16)
- a) Order Processing
 - b) Warehousing
 - c) Marketing Mix elements
 - d) Social responsibility of marketing
 - e) Telemarketing
 - f) Kiosk marketing
- 3A) Define Marketing. Explain the scope of marketing. (12)
- OR
- 3 X) Describe the various kinds of goods with examples.
- 4 A) What do you mean by consumer behaviour? Explain personal and psychological factors affecting consumer behaviour. (12)
- OR
- X) State and explain the various bases of market segmentation.
- 5 A) Describe the methods of training the sales force. (12)
- OR
- X) Highlight the various Global Marketing Strategies.
- 6A) Define Consumerism. Highlight the need for consumer protection. (12)
- OR
- 6X) Describe the various ethical issues in marketing.