

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics Margao Goa  
F.Y.B.Com Semester II, Semester End Examination April 2018  
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) Demand concept
  - b) Selling v/s Marketing
  - c) Societal marketing
  - d) Marketing Research
  - e) Economic Environment
  - f) Benefits of market segmentation
- 2) Write short notes on (any 4) (16)
- a) Inventory control
  - b) Marketing Mix
  - c) Warehousing
  - d) Need for consumer protection
  - e) Telemarketing
  - f) Online marketing
- 3A) State and explain the various kinds of goods with examples. (12)
- OR
- 3 X) Highlight the scope of marketing in detail.
- 4 A) Define consumer behaviour. Explain social and cultural factors affecting consumer behaviour. (12)
- OR
- X) Explain the various bases of market segmentation
- 5 A) Describe selection procedure of sales force (12)
- OR
- X) Explain Global Marketing Strategies.
- 6A) Describe the social responsibility of marketing. (12)
- OR
- 6 X) Highlight the ethical issues in marketing.