

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.

OR (12)

3 X) Highlight the scope of marketing in detail.

4 A) Define consumer behaviour. Explain social and cultural factors affecting consumer behaviour.

OR (12)

X) Explain the various bases of market segmentation

5 A) Describe selection procedure of sales force

OR (12)

X) Explain Global Marketing Strategies.

6A) Describe the social responsibility of marketing.

OR (12)

6 X) Highlight the ethical issues in marketing.