

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

First Year B. Com - Semester I
End Semester Examination, October 2016
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

- Q 1. Explain in 10 to 12 lines: (any 4) (16 Marks)
- a) Global Marketing
 - b) Importance of Pricing
 - c) Socio-psychographic Segmentation
 - d) Sales Management
 - e) Factors influencing organizational purchases
 - f) Consumer behavior
- Q2. Write short notes: (any 4) (16 Marks)
- a) Maslow's theory of motivation
 - b) Product differentiation
 - c) Functions of packaging.
 - d) Importance of segmentation
 - e) Pricing Strategies
 - f) Cognitive Dissonance
- 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) Distinguish between consumer and industrial buying processes.(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) Describe the elements of the marketing mix. (12 Marks)
- Q6. A) Explain the concept of Product life cycle. (12 Marks)
- OR**
- X) What is product diversification? Describe the different types of diversifications. (12 Marks)