

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
F.Y.B.Com - Semester I, Supplementary Examination, May/June 2019
Foundation Course – Marketing (Old Course)

Duration: 2hrs

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

01. Write short notes: **(any 4)** (16 Marks)

- a. Features of Marketing.
- b. Sales Promotion.
- c. Features of marketing environment.
- d. Geographic Segmentation.
- e. Factors influencing purchase decisions.
- f. Selling Concept.

02. Write short notes: **(any 4)** (16 Marks)

- a. Objectives of Product planning.
- b. Need of Marketing
- c. Purpose of market segmentation.
- d. Test marketing
- e. Cognitive Dissonance
- f. Maslow's Theory of motivation.

03. A) Explain the importance of marketing to the various stakeholders. (12 Marks)

OR

X) Explain the Functions of Marketing Management. (12 Marks)

04. A) Explain the factors influencing the Marketing Environment. (12 Marks)

OR

X) Explain the advantages of Market Segmentation. (12 Marks)

05. A) Explain the various economic factors determining consumer behaviour. (12 Marks)

OR

X) Explain the steps in Organizational buying process. (12 Marks)

06. A) Elaborate on the various types of goods. (12 Marks)

OR

X) Explain the Reasons for new Product development. (12 Marks)
