

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)
-