

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics Margao Goa  
F.Y.B.Com Semester II, Supplementary Examination, May/June 2019

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 4) (16)
- a) Shopping goods
  - b) Marketing management
  - c) Selling v/s marketing
  - d) Need for consumer behaviour
  - e) Technological Environment
  - f) Demographic environment
- 2) Write short notes on (any 4) (16)
- a) Marketing Mix
  - b) Warehousing
  - c) Compensation to salesforce
  - d) Consumer protection
  - e) Marketing of services
  - f) Catalog marketing
- 3A). Explain place concept, area concept, and demand concept of market. (12)
- OR
- 3X) Define marketing. Highlight the scope of marketing.
- 4A) Define marketing research. Explain the importance of marketing research. (12)
- OR
- 4X) State and explain the various bases of market segmentation.
- 5A) Describe the selection procedure of salesforce. (12)
- OR
- 5X) Explain the Global Marketing Strategies
- 6A) Describe the various ethical issues in marketing. (12)
- OR
- 6X) Describe the social responsibility of marketing.