

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester I
Nov/Jan Supplementary Examination 2016
Foundation Course-MARKETING

Duration : 2Hours

Max. Marks : 80

Instructions:

3. All questions are compulsory
4. Figures to the right indicate maximum marks

Q1. Explain in 10 to 12 lines: (any 4) (16 Marks)

- a) Product diversification
- b) Importance of packaging
- c) Importance of product mix
- d) Factors influencing organizational purchases
- e) Importance of income in consumer behavior
- f) Segmentation

Q2. Write short notes: (any 4) (16 Marks)

- a) Factors influencing individual purchases
- b) Rural marketing
- c) De-marketing
- d) Pricing
- e) Socio-Psychographic segmentation
- f) Test marketing

Q3. A) Explain the concepts in marketing. (12 Marks)

OR

X) Describe any two elements of the marketing mix. (12 Marks)

Q4. A) Describe the importance of family in consumer behavior. (12 Marks)

OR

X) Explain with examples steps in individual buying process. (12 Marks)

Q5. A) Explain the classification of consumer goods. (12 Marks)

OR

X) Explain Maslow's theory of motivation. (12 Marks)

Q6. A) What is product diversification? Describe the different types of diversification. (12 Marks)

OR

X) Explain the importance of societal marketing concept. (12 Marks)