

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 Maslows 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)