

GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS, BORDA- MARGAO

B. Com. Semester End Examination- April 2018

INTRODUCTION TO MARKETING (CC 5)

Semester : II

Duration: 2 Hours

Max. Marks: 80

INSTRUCTIONS:

- (i) All questions are compulsory.
- (ii) Answer sub- questions of Q. No.I and Q. No.II in not more than 100 words.
- (iii) Answer Q. No. III to Q. No. VI in not more than 400 words each.
- (iv) Figures to the right indicate maximum marks to questions/ sub- questions.
- (v) Total number of pages is one.

Q. I. Answer any four of the following:

- i) What are Convenience goods?
- ii) What is Societal Marketing Concept?
- iii) What is Integrated Marketing?
- iv) What is Marketing Research?
- v) What is Technological Environment in marketing?
- vi) What is Psychographic Segmentation?



(4X4= 16 Marks)

Q. II. Write short notes on any four of the following:

- i) Marketing Mix
- ii) Inventory Management
- iii) Warehousing System
- iv) Catalog Marketing
- v) Marketing of Services
- vi) Consumerism

(4X4= 16 Marks)

Q.III. Attempt any one of the following:

- i) Explain the scope of Marketing.
- ii) Explain the Demographic Environment in Marketing.

(1X12= 12 Marks)

Q.IV. Attempt any one of the following:

- i) Explain the Marketing Concept.
- ii) Explain the factors influencing consumer buying behaviour.

(1X12= 12 Marks)

Q.V. Attempt any one of the following:

- i) What is Sales Force Management? Explain Compensation in Sales Force Management.
- ii) Explain any five alternative marketing entry strategies in Global Marketing.

(1X12= 12 Marks)

Q.VI. Attempt any one of the following:

- i) Explain in detail Direct Marketing.
- ii) Explain the importance of transportation in physical distribution.

(1X12= 12 Marks)

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