

GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS, BORDA, MARGAO-GOA
B.com (Semester II) End Examination, April -2019
CC5: INTRODUCTION TO MARKETING

Time: 2 Hours

Total marks: 80

Instructions: (1) Attempt all questions.

(2) Figures to the right indicate full marks.

(3) Answer sub questions in Q1& Q2 in not more than 100 words.

(4) Answer questions 3 to 6 in not more than 400 words.

Q.1) Answer **ANY FOUR** of the following questions:

(4*4=16 Marks)

- a. Market Concept
- b. Order processing
- c. Psychographic segmentation
- d. Tele-Marketing
- e. Compensation
- f. Convenience goods

Q.2) Answer **ANY FOUR** of the following questions:

(4*4=16 Marks)

- a. Personal factors influencing consumer behaviour
- b. Warehousing
- c. Scope of service marketing
- d. Consumer behaviour
- e. Specialty goods
- f. Social responsibility of marketing

Q.3 A) Elaborate on the scope of marketing.

(12 Marks)

OR

Q.3.B) Discuss in detail the marketing concept.

(12 Marks)

Q.4.A) Explain in detail the factors influencing the marketing environment. (12 Marks)

OR

Q.4.B) What is Marketing Research? Explain its importance. (12 Marks)

Q.5.A) Explain the components of Marketing mix. (12 Marks)

OR

Q.5.B) Elaborate on the different entry strategies of global marketing. (12 Marks)

Q.6.A) Explain the concept of consumerism and the need for consumer protection. (12 Marks)

OR

Q.6.B) Explain the following types of Direct marketing. (12 Marks)

- i) Online marketing
- ii) Catalogue marketing