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॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S
Vidya Prabodhini College of Commerce, Education, Computer & Management
Vidyanagar, Alto-Parvari, Goa

SEMESTER END EXAMINATION OCTOBER 2016 (Regular/Repeat)

Sub: Marketing Management I Sem - I Class: F Y B Com MARKS: 80

Instructions:

All questions are compulsory.

Figures to the right indicate full marks.

Every main question should begin on fresh page.

Q. No. 1 Answer any four of the following (4 x 4 = 16 Marks)

- Write a note on Marketing Mix.
- Define market. Explain its features.
- Explain the tools of Marketing Research.
- State and explain Sociological factors determining consumer behaviour.
- State the features of Consumer Behaviour.
- State and explain any four participants in the buying process.

Q. No. 2 Answer any four of the following (4 x 4 = 16 Marks)

- State the advantages of Niche Marketing.
- What are the different types of Retail Outlets?
- State and explain the challenges in Rural Marketing.
- State the features of Marketing Environment.
- Explain why Market Segmentation is important in modern business.
- What are the essentials of Market Segmentation?

Q. No. 3 Answer any one of the following (1 x 12 = 12 Marks)

- Distinguish between Selling and Marketing.
- State and explain the different marketing functions in detail.

Q. No. 4 Answer any one of the following (1 x 12 = 12 Marks)

- Explain different Micro and Macro Economic factors influencing marketing environment.
- State and explain different bases for Market Segmentation.

Q. No. 5 Answer any one of the following (1 x 12 = 12 Marks)

- "Buying behaviour has a complicated process". Explain.
- Explain economic factors determining consumer behavior.

Q. No. 6 Answer any one of the following (1 x 12 = 12 Marks)

- State and explain the features of Global Marketing.
- What is Rural Marketing? Explain its features.