



॥ विद्या सर्वस्य भूषणम् ॥

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

FYBCOM SEMESTER END EXAMINATION - OCT/NOV 2017 (Repeat)

Sub: Marketing Management I

Semester: I

M. Marks: 80

M. Time: 2 hours

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)**

- State and explain Sociological factors determining Consumer Behaviour.
- State the features of Consumer Behaviour.
- State and explain any four participants in the buying process.
- Explain any four features of Market.
- Write a note on selling function.
- Explain Production and Product concept.

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

- State the features of Marketing Environment.
- Explain why Market Segmentation is important in modern business.
- What are the essentials of Market Segmentation?
- State and explain Psychological factors determining consumer behaviour.
- State the features of consumer behavior.
- State and explain Sociological factors determining consumer behaviour.

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

- Explain the Facilitating Functions of marketing.
- State and explain the different types of markets.

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)**

- Explain the product buying process.
- 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.