

PRABODHAN EDUCATION SOCIETY'S  
VIDYA PRABODHINI COLLEGE OF COMMERCE, EDUCATION,  
COMPUTER AND MANAGEMENT, VIDYANAGAR, PARVARI, GOA  
**F.Y.B.COM. SEMESTER END EXAMINATION**  
**APRIL 2018 (REGULAR)**  
(As per CBCS)  
**SUB: INTRODUCTION TO MARKETING**

**SEMESTER: II**                      **CLASS: F.Y.B.Com**                      **DURATION: 02 hours**                      **MAX. MARKS: 80 marks**

- Instructions:**
- i. All Questions are Compulsory and are having internal choice
  - ii. Figures to the right indicate full marks
  - iii. Answer sub-questions in Q.I & Q.II in not more than 100 words each.
  - iv. Answer questions in Q.III to Q. VI in not more than 400 words each.
  - v. Every main question should begin on fresh page.

**Q.I. Write short note on any four of the following:** **[4x4=16 mks]**

- a) Place and demand concepts in marketing
- b) Consumer behaviour concept
- c) Selection of sales force
- d) Ecological aspects of marketing.
- e) Selling concept
- f) Marketing environment concept

**Q.II. Write short note on any four of the following:** **[4x4=16 mks]**

- a) Societal marketing concept
- b) Bases for segmenting market
- c) Compensation to sales force
- d) Online marketing concept
- e) Transportation as area of physical distribution
- f) Scope of marketing of services

**Q.III. Answer any one of the following:** **[1x12= 12mks]**

1. Define marketing. Explain the scope of marketing.
2. Give a broad classification of consumer goods with detailed explanation.

**Q.IV. Answer any one of the following:** **[1x12= 12mks]**

1. State and explain the factors influencing consumer buying behaviour.
2. What is meant by marketing research? Explain its importance.

**Q.V. Answer any one of the following:** **[1x12= 12mks]**

1. What is meant by marketing mix? Explain Product and Price of marketing mix.
2. Describe the concept of global marketing. Explain alternate marketing entry strategies.

**Q.VI. Answer any one of the following:** **[1x12= 12mks]**

1. Explain in detail the need for consumer protection.
2. What is meant by direct marketing? Discuss about catalogue and kiosk marketing.

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