

**F.Y.B.COM SEMESTER END EXAMINATION**

**APRIL**

**2018-19 (REGULAR/REPEAT)**

**SUB: Introduction to Marketing**

**SEMESTER: II**

**DURATION: 2 hours**

**MAX. MARKS: 80**

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- Instructions:**
- All questions are compulsory and are having internal choice.
  - Figures to the right indicate marks allotted.
  - Every main question should begin on fresh page.
  - Q.I and Q.II to be answered in not more than 100 words.
  - Q.III to Q.VI to be answered in not more than 400 words.
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**Q.I Write Short note on ANY FOUR of the following:**

**[4 X 4 = 16 marks]**

- Convenience goods.
- Place concept of market.
- Features of speciality goods.
- Market segmentation.
- Consumer buying behaviour.
- Marketing environment.

**Q.II. Answer ANY FOUR of the following:**

**[4 X 4 = 16 marks]**

- What is online marketing?
- What is telemarketing?
- Explain the concept of global marketing.
- What is marketing of services?
- What is physical distribution?
- What is order processing?

**Q.III. Answer ANY ONE of the following:**

**[1 X 12=12 marks]**

- What is meant by shopping goods? Explain its features.
- Discuss in detail selling, marketing and societal marketing concepts.

**Q.IV. Answer ANY ONE of the following:**

**[1 X 12=12 marks]**

- Explain factors influencing consumer buying behaviour.
- What is marketing research? Explain its importance.

**Q. V. Answer ANY ONE of the following:**

**[1 X 12=12 marks]**

- What is meant by marketing mix? Explain in detail variables of marketing mix.
- Explain any six alternative marketing entry strategies in global marketing.

**Q.VI. Answer ANY ONE of the following:**

**[1 X 12=12 marks]**

- What is meant by consumerism? Explain its needs in today's business.
- Explain the concepts of catalogue marketing and kiosk marketing in detail.