

Prabodhan Education Society's  
Vidya Prabodhini College of Commerce, Edu. Comp. and Mgmt., Parvari Goa  
FYBCOM SEMESTER END ASSESSMENT JUNE 2022

**INTRODUCTION TO MARKETING (UCOC103)**

**Semester: II**

**Duration: 2 Hours**

**Max Marks: 80**

*Instructions:*

- 1. All questions are compulsory, having internal choice.*
  - 2. Figures to the right indicate maximum marks allotted.*
  - 3. Answer each main question on a fresh page.*
  - 4. Answer sub-questions in Q.1 and Q.2 in not more than 100 words each.*
  - 5. Answer sub-questions in Q.3 to Q.6 in not more than 400 words each.*
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**Q.1. Write a short note on the following (ANY FOUR) (4×4=16)**

- a) Demand concept of market
- b) Concept of Consumer Behaviour
- c) 4 P's of Marketing Mix
- d) Concept of Consumerism
- e) Features of Marketing
- f) Demographic Factors affecting Marketing Environment

**Q.2. Write a short on the following (ANY FOUR) (4×4=16)**

- a) Features of Speciality Goods
- b) Psychographic Market Segmentation
- c) Area in Physical Distribution - Transportation
- d) Need for Consumer Protection
- e) Selling Concept of Marketing
- f) Meaning of Global Marketing

Q.3. Answer **ANY ONE** of the following (1×12=12)

- a) What are shopping goods? Explain its features.
- b) Discuss in detail the scope of marketing.

Q.4. Answer **ANY ONE** of the following (1×12=12)

- a) Explain the economic and psychological factors influencing consumer behaviour.
- b) Elaborate on the importance of marketing research.

Q.5. Answer **ANY ONE** of the following (1×12=12)

- a) Discuss the steps involved in selection of sales force.
- b) Explain the various alternative market entry strategies in detail.

Q.6. Answer **ANY ONE** of the following (1×12=12)

- a) Elaborate on the different steps of order processing.
  - b) What is market segmentation? Explain any two bases for segmenting consumer markets.
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