

FYBCOM SEMESTER END ASSESSMENT (Special Repeat)

June 2023

Course Title: INTRODUCTION TO MARKETING

Course Code: UCOC103

Category: CC

Semester: II

Duration: 2 Hours

Max Marks: 80

Instructions:

- All questions are compulsory having internal choice.
 - Figures to the right indicate full marks.
 - Every main question should begin on fresh page.
 - Answer sub-questions in Q. No. I and Q. II in not more than 100 word each.
 - Answer sub-questions in Q. No. III to Q. VI in not more than 400 words each.
-
-

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

- a) Market concept of Place and Area
- b) Marketing environment- Concept
- c) Product and Price - Marketing mix decisions
- d) Telemarketing
- e) Marketing of events and services
- f) Significance of consumer research

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

- a) Features of convenience goods.
- b) Personal factors influencing consumer behaviour
- c) Straight salary compensation method
- d) Social aspects of marketing
- e) Advantages of indirect exporting
- f) Characteristics of on-line marketing.

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

- A. Compare shopping goods and Speciality goods.
- B. Enumerate concept of marketing and explain in brief product, selling, marketing and societal marketing concepts.

VPCCECM

V. Answer any ONE of the following: [1 x12 = 12mks]

List and explain internal and external forces of marketing environment.

Discuss any two bases of market segmentation.

V. Answer any ONE of the following: [1 x12 = 12mks]

Define Sales force management and discuss various steps involved in selection process.

Discuss in brief various General methods of training of employees in an Organisation.

VI. Answer any ONE of the following: [1 x12 = 12mks]

Discuss the need for consumer protection.

Identify Social responsibility of marketing towards consumer and Intermediaries.

*****BEST OF LUCK*****