

FYBCOM SEMESTER END ASSESSMENT (Regular/Repeat)
APRIL / MAY 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.
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Q. I Write short note on any four of the following: **[4 x 4 = 16mks]**

- a) Market concept of Place and demand
- b) Concept of marketing environment
- c) Marketing mix decisions
- d) Catalogue marketing
- e) Marketing of goods and services
- f) Importance of consumer research

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

- a) Features of speciality goods.
- b) Economic factors influencing consumer behaviour
- c) Straight salary and special compensation method
- d) Social aspects of marketing
- e) Advantages of direct exporting
- f) Characteristics of on-line marketing.

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

- A. Explain convenience goods and shopping goods.
- B. Discuss in brief various concepts of Marketing.

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

- P. List and explain micro and macro forces of marketing environment.
- Q. Explain any two bases of market segmentation.

Q V. Answer any ONE of the following:

[1 x12 = 12mks]

- X. List the areas in Physical distribution and explain various steps involved in order processing.
- Y. Discuss in brief various methods of training of employees in an organisation.

Q VI. Answer any ONE of the following:

[1 x12 = 12mks]

- M. What is Consumerism? Explain in brief need for consumer protection.
- N. Explain Social responsibility of marketing towards consumer and society.

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