

**SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES
KHORLIM, MAPUSA-GOA.**

B.COM, SECOND SEMESTER END EXAMINATION, JULY - 2021.

Subject: INTRODUCTION TO MARKETING (CBCS)

Duration: 2 Hours

Max. Marks: 40

Instructions:

- 1) All questions are compulsory, however internal choice is available.
- 2) **Question I** consists of **8 questions** of which **any 5** are to be answered.
- 3) **Question II** consists of **8 questions** of which **any 6** are to be answered.
- 4) Figures to the right in the brackets indicate maximum marks allotted to the questions.

Q.I) Answer ANY FIVE from the following:

(5 x 2 Marks = 10 Marks)

- 1) Explain the “demand concept” of the term Market.
- 2) Discuss the relevance of “societal marketing concept” in today’s times.
- 3) “Political factors” influence the economic environment of the country. Elaborate.
- 4) Identify the demographic variables for segmenting the Indian market.
- 5) Discuss the term “consumer behavior” in the Goan context.
- 6) Write a note on “the role of packaging”.
- 7) “Services are intangible”. Enumerate.
- 8) “Profit” is one of the major objectives of pricing. Explain.

Q.II) Answer ANY SIX from the following:

(6 x 5 Marks = 30 Marks)

- 1) Explain the “kinds of goods” with relevant examples.
- 2) Highlight the importance of “marketing research” to the corporate sector.
- 3) Discuss the “micro factors” influencing the marketing environment.
- 4) Explain “demand oriented pricing” as an effective strategy for local firms.
- 5) Describe the “scope of marketing”.
- 6) Explain the “benefits” of physical distribution to the ultimate consumer.
- 7) Express the advantages of online marketing in “pandemic times”.
- 8) Discuss the “global marketing strategies” successfully followed worldwide. (Any five)

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