

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

**B.COM. SECOND SEMESTER END EXAMINATION, JUNE - 2022**

**w.e.f. 2017-18 (CBCS)**

**SUB: INTRODUCTION TO MARKETING**

**Duration: 2 Hours**

**Max. Marks: 80**

Instructions:

- 1) **All** questions are **compulsory**, however internal choice is available.
- 2) Answer sub-questions in question **1** and question **2** in not more than **100** words each.
- 3) Answer questions **3** to questions **6** in not more than **400** words each.
- 4) **Figures** to the right in the **brackets indicate maximum marks** allotted to the questions.

**1. Answer ANY FOUR of the following (short notes): (4 x 4 Marks = 16 Marks)**

- a. Societal concept.
- b. Demand concept of market.
- c. Micro environmental forces.
- d. Sales force management.
- e. Straight commission method of compensating salesmen..
- f. Licensing marketing strategy.

**2. Answer ANY FOUR of the following (in brief): (4 x 4 Marks = 16 Marks)**

- a. "A good wine needs no push". Explain the relevance of this statement in today's times.
- b. Explain the disadvantages in "place" concept of market during Covid times.
- c. Mention any four economic factors influencing consumer behaviour.
- d. Highlight the significance of marketing research to marketing executives.
- e. Explain market skimming and market penetration pricing policies.
- f. Describe franchising as a global marketing entry strategy.

**3.A. Give a broad classification of consumer goods with examples of each. (12)**

**OR**

**3.B. What is sales training? Summarise the various individual methods of training salesforce. (12)**

4.A. What is **market segmentation**? Explain **geographic, demographic and socio-economic** segmentation. (12)

**OR**

4.B. What do you mean by **scope of marketing**? Discuss. (12)

5.A. Identify and explain in detail the **areas of physical distribution**. (12)

**OR**

5.B. Discuss the **features of “marketing”** to bring out it’s meaning. (12)

6.A. What is **marketing mix**? Explain in detail any **one P** of marketing mix. (12)

**OR**

6.B. Describe the **factors influencing consumer buying behaviour** in the Goan society. (12)

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