

1007

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA
B.COM –SECOND SEMESTER REPEAT EXAMINATION – APRIL
2024 (W.E.F 2017-2018 CBCS)
SUBJECT: INTRODUCTION TO MARKETING

[Duration: Two Hours]

[Max. Marks: 80]

Instructions:

1. All Questions are **compulsory**, however internal choice is available
2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than **100 words each**.
3. Answer Question No. 3 to Question no. 6 in not more than **400 words each**.
4. Figures to the **right** indicate **maximum** marks allotted to the questions.

Q1. Answer any four questions from the following: (4X4 = 16)

- a) 'Product Concept' of marketing.
- b) 'Area Concept' of Marketing
- c) Societal Marketing
- d) Market Research.
- e) Demographic Market Segmentation
- f) Consumer Behaviour

Q2. Answer any four questions from the following (4X4 = 16)

- a) Order Processing
- b) Global Marketing
- c) Straight Line Salary Method
- d) Telemarketing
- e) Kiosk Marketing.
- f) Market.

Q3. a) Describe the three kinds of goods with examples of each (12)

OR

b) Explain the scope of marketing (12)

Q4. a) Describe factors influencing Consumer buyer behaviour (12)

OR

b) Explain the major environmental forces affecting marketing environment (12)

Q5. a) What is Marketing Mix? Discuss 4 P's of Marketing Mix (12)

OR

b) Discuss the training methods of sales force compensation. (12)

Q6. a) Elaborate on ecological and ethical aspects of marketing (12)

OR

b) What is consumerism? Why consumer protection is needed (12)

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