

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-II) EXAMINATION, APRIL 2018
INTRODUCTION TO MARKETING

Duration: 2 Hours

Marks: 80

Instructions:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Figures to the right indicate full marks.

- Q 1. Explain the following (any 4): (4x4=16)
- a) Global Marketing.
 - b) Convenience Goods.
 - c) Selection Process.
 - d) On line Marketing.
 - e) Kiosk Marketing.
 - f) Transportation.
- Q 2. Answer the following (any 4): (4x4=16)
- 1) What is inventory?
 - 2) What do you mean by marketing ethics?
 - 3) What is sales training?
 - 4) What do you mean by shopping goods?
 - 5) What is tele-marketing?
 - 6) What is social responsibility of a marketer towards customers?
- Q 3 What do mean by consumerism? Write the need for Consumers Protection. (12)
- OR
- What do you mean by direct and indirect exporting? Explain the same. Write the difference between two. (12)
- Q 4. Which are the factors influencing consumers buying behavior? Explain. (12)
- OR
- What do you mean by Product and selling concepts in marketing? Explain. (12)
- Q 5. What do you mean by market segmentation? Explain its bases. (12)
- OR
- What are product, price, promotion and physical distribution of marketing? (12)
- Q 6. What is market research? Write its importance in the modern days. (12)
- OR
- What do you mean by political, legal and technological aspects of environment? (12)

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