

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

Duration: 2 Hours

Marks: 80

Q.I Write a short note on the following (any four). (4x4=16)

- a) Area concept of marketing.
- b) Marketing research and its importance.
- c) The concept of 'warehousing'.
- d) The concept of 'Catalogue marketing.
- e) The concept of "Societal Marketing".
- f) The concept of marketing segmentation.

Q.II Answer the following question (any four). (4x4=16)

- a) What is 'Place Concept' of Marketing?
- b) Explain the concept 'Global Marketing'.
- c) Why is 'Ecological marketing' important in today's market?
- d) What is 'Consumerism'? why has it gained important in the market?
- e) Explain on line marketing what are its advantages
- f) What is Franchisee? Why is it a popular method to enter a global market?

Q. III A) Explain the three broad categories of goods in details. (12)

OR

B) Explain any three marketing concepts used to sell the products.

Q. IV A) Explain four Environmental forces that are present in the Macro Environment? (12)

OR

B) Explain four Environmental forces that are present in the Micro Environment?

Q.V A) Bring out the differences between direct and indirect exporting? (12)

OR

B) Explain direct marketing and its advantages?

Q VI A) Explain the need for consumer protection. (12)

OR

B) What are the social responsibilities of a company towards shareholders and society?

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