

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-II) SUPPLEMENTARY EXAMINATION,
MAY/JUNE 2019
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)

1. Direct Exporting.
2. Global Marketing.
3. Courier Service.
4. Inventory.
5. Product Concept.
6. Shopping Goods.

Q 2. Answer the following (Any 4) : (4x4=16)

1. What is on line marketing? Explain.
2. What is market research?
3. What is consumerism?
4. What do you mean by tele- marketing?
5. What do you mean by marketing ethics?
6. What is marketing? What it includes?

Q 3. What do you mean by Market Concepts? Explain. (12)

OR

Q.3. Which are the factors in general influencing Marketing Environment? (12)

Q 4. What is Marketing Research? Write its importance. (12)

OR

Q.4. What do you mean by selection of sales force? How it is done? (12)

Q 5. What is physical distribution? Explain order processing. (12)

OR

Q.5. What is social responsibility towards consumers includes? (12)

Q 6. Is market segmentation has many bases? Explain. (12)

OR

Q.6. What is a need for consumer's protection? (12)

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