

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

- a) Tele Marketing.
- b) Specialty Goods.
- c) Catalogue Marketing.
- d) Travel and Tourism Service.
- e) On the Job Training.
- f) Consumer Behavior.

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

- 1) What is online marketing? Write its merits.
- 2) What do you mean by Merger and Acquisition?
- 3) What is demand concept of market?
- 4) What is the importance of Marketing Research?
- 5) What is social responsibility of a marketer towards society?
- 6) What do you mean by Global Marketing?

Q 3. What do you mean by direct and indirect exporting? Write the difference between two. (12)

OR

Q.3. What do you mean by consumer protection? Why it is needed?

Q 4. What is scope of marketing? Explain the same. (12)

OR

Q.4. What do you mean by economic and personal factors of Consumer Behavior? Explain the same.

Q 5. What do you mean by areas in physical distribution? Explain in brief, warehousing and transportation as areas. (12)

OR

Q.5. Which are the major factors influencing macro environment?

Q. 6. What do you mean by marketing mix elements? Explain product, Price, promotion and place mix. (12)

OR

Q.6. What are the bases for segmenting consumer goods market? (12)

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