

Goa Vidyaprasarak Mnadal's
Gopal Govind Poy Raiturcar College of Commerce and Economics
Ponda-Goa

B.COM. (SEMESTER-II) EXAMINATION, APRIL 2018
INTRODUCTION TO MARKETING

TIME 2 HOURS

MAX 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 sales training?

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.

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.

Q 5. What do you mean by market segmentation? Explain its bases. (12)

OR

What are product, price, promotion and physical distribution of marketing?

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?