### Goa Vidyaprasarak Mandal's

## GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE & ECONOMICS FARMAGUDI. PONDA – GOA

# B.COM. CBCS (SEMESTER-II) REGULAR EXAMINATION, JUNE 2022 INTRODUCTION TO MARKETING

DURATION: 2 hours MARKS: 80

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Instructions: 1) All Questions Are Compulsory.

- 2) Figures To The Right Indicate Marks.
- Q.1) Answer the following questions. (Any Four)

(16 Marks)

- a. Write a short note on 'societal marketing'.
- b. Write a short note on 'The concept of segmentation'.
- c. Write a short note on 'Marketing Mix'.
- d. Write a short note on 'Need for consumer protection'.
- e. Write a short note on 'Mergers and Acquisitions'.
- Q.2) Answer the following questions. (Any Four)

**(16 Marks)** 

- a. Write a short note on Product concept of marketing'.
- b. Write a short note on 'The importance of Market Research'.
- c. Write a short note on 'Transportation and it's importance in marketing'.
- d. Write a short note on 'The concept of Catalogue'.
- e. Write a short note on 'Inventory and it's importance in marketing'.
- Q.3) Answer any **ONE** question.

**(12 Marks)** 

x. Explain the different 'Types of Goods' in marketing.

#### OR

- y. Explain the different 'Market Concepts' in marketing.
- Q.4) Answer any **ONE** question. (12 Marks)
- x. What are the factors that affect consumer behaviour. Explain them briefly.

#### OR

- y. Explain the various macro environmental forces that affect the marketing environment briefly.
- Q.5) Answer any **ONE** question. (12 Marks)
- x. Explain the Order Process Cycle in detail.

#### OR

- y. Explain the two indirect marketing entry strategies of Franchising and Licensing.
- Q.6) Answer any **ONE** question. (12 Marks)
- x. Explain the bases for segmenting the market in detail.

#### OR

y. Explain the scope of marketing in the following 4 areas- goods, services, events and organisations.