Goa Vidyaprasarak Mandal's

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

B.COM. CBCS (SEMESTER-II) REPEAT EXAMINATION, APRIL/MAY 2023 INTRODUCTION TO MARKETING

DURATION: 2 hours MARKS: 80 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 'marketing' and its scope. b. Write a short note on selling concept. c. Write a short note on 'Marketing Mix'. d. Write a short note on 'Need for consumer protection'. e. Write a short note on physical distribution. 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'. (12 Marks) Q.3) Answer any **ONE** question. x. Explain the different 'Types of Goods' in marketing. 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. y. Explain any two indirect marketing entry strategies. Q.6) Answer any **ONE** question. (12 Marks) x. Explain the bases for segmenting the market in detail. OR y. Explain the pattern of marketing followed in the following 4 areas- goods, services, events and organisations.