

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, FARMAGUDI, PONDA - GOA
B.COM. CBCS (SEMESTER- IV) EXAMINATION APRIL/MAY 2023**

INTRODUCTION TO MARKETING

Duration: 2 Hrs

Marks: 80

Instructions: -

- (i) Attempt all questions. (ii) Figures to the right indicate full marks.
(iii) Q.No.1 and Q.No.2 to be answered in not more than 100 words.
(iv) Q.No.3 to Q.No.6 to be answered in not more than 400 words.

Q.1 Answer **Any Four** from the following.

(4x4)=16 Marks

1. Define and explain the term Marketing.
2. Write a short note on 'Societal Marketing'.
3. Write a short note on Speciality Products with appropriate example.
4. Define and explain the concept of Segmentation.
5. Marketing Research helps to know the pulse of the market, explain the statement with an example.
6. Government Decisions have an impact on the working of an organisation. Explain the statement in the light of political macro factors.

Q.2 Answer **Any Four** from the following.

(4x4)=16 Marks

1. Write a short note on Marketing Mix.
2. Explain any two methods of Training Sales force.
3. Transportation is one of the core components of distribution system. Explain the statement.
4. Write a short note on Direct Marketing.
5. Explain the concept of Catalogue and Kiosk Marketing.
6. Write a short note on consumerism.

Q3) a) Explain in brief the scope of Marketing for Goods, services, events and organisations

(12 Marks)

OR

b) Explain the different Market concepts in Marketing.

(12 Marks)

Q4) a) Explain the benefits of Marketing Research.

(12 Marks)

OR

b) Explain Any 4 Factors affecting Macro Environment in detail.

(12 Marks)

P.T.O

Q5) a) Explain the steps in Order Processing (12 Marks)

OR

b) Explain any four indirect methods of Global market entry. (12 Marks)

Q6) a) Why is there a need for Consumer Protection? (12 Marks)

OR

b) What do you mean by Online Marketing. Explain any four types. (12 Marks)
