

**CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE FOR WOMEN,
SEMESTER END EXAMINATION, APRIL, 2019**

Semester: II of BCom

Subject: Introduction to Marketing(CC5)

Total marks: 80

Date: 17/04/2019

Duration: 2Hours

*Instructions: 1) All questions are compulsory
2) Figures to the right indicate marks*

Q1) Answer any FOUR out of SIX.

(4x4=16)

- a. Meaning of production concept.
- b. Demand concept and Area concept.
- c. Scope of marketing.
- d. Geographical basis of market segmentation.
- e. Importance of study of consumer behaviour.
- f. Importance of marketing research.

Q2) Answer any FOUR out of SIX.

(4x4=16)

- a. Need for consumerism
- b. Kiosk marketing.
- c. Franchising
- d. Elements of physical distribution in brief.
- e. Telemarketing.
- f. Direct exports.

Q3) a. Explain in detail the meaning and features of different types of consumer goods.

(12marks)

OR

b. Explain the major environmental forces effecting marketing decisions. (12marks)

Q4) a. Explain in detail the four P's in marketing.

(12 marks)

OR

b. Explain in brief the various factors influencing consumer behaviour. (12marks)

Q5)a. Explain in detail any four compensation methods for salesmen.

(12 marks)

OR

b. Explain the meaning and principles of Social Responsibility in Marketing.(12 marks)

Q6)a. Explain the meaning and advantages of ethical marketing to an enterprise.(12marks)

OR

b. Explain in detail the characteristics of marketing of services. (12 marks)
