

**CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE FOR WOMEN,
NUVEM- GOA**

SEMESTER END EXAMINATION, JULY, 2021

Semester: II of B Com

SUBJECT: Commerce

Course name &code: Introduction to Marketing (CC5)

Total marks: 40 Date: /07/2021 Duration: 2Hrs

Total No of pages: 1

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

Q1) Answer any FIVE out of EIGHT:

(10 marks)

1. Meaning of Production Concept.
2. Meaning of Area Concept.
3. Any four importance of marketing research.
4. Concept of Demographic environment..
5. Any two elements of physical distribution
6. A note on Licensing.
7. A note on Catalog Marketing.
8. Any six social responsibilities of marketing towards consumers.

Q2) Answer any SIX out of EIGHT:

(30 marks)

1. Write any five differences between shopping and convenience goods.
2. Explain in brief the psychological factors influencing consumer behaviour.
3. Explain any five methods of training sales force.
4. Explain in brief the four P's of marketing mix.
5. Explain any five modes of online marketing.
6. Explain in brief any five issues in ethical aspect of marketing.
7. Explain any two bases of market segmentation.
8. Explain in brief any five features of service marketing.