

**CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE FOR
WOMEN.**

NUVEM-GOA

SEMESTER END EXAMINATION, APRIL-MAY 2023

SEMESTER: II of B.Com

Class & Div: F.Y.BCom(A & B)

Course Title & Code: Introduction to Marketing (CC5) UCOC103

Maximum Marks: 80 Date: 23/04/2023 Duration: 2 hours Total No. of pages: 1

*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 Demand concept.
- b) Scope of marketing.
- c) Area Concept.
- d) Need for Marketing Research.
- e) Elements of Microenvironment.
- f) Demographic Environment.

Q2) Answer any four out of six:

(4x4=16)

- a. Warehousing as an element of physical distribution.
- b. Franchising.
- c. Any four differences between Direct and Indirect exporting.
- d. Social responsibility of marketing towards customers.
- e. Any two features of marketing of services.
- f. Any four ethical issues in marketing.

Q3) a. Differentiate between shopping and convenience goods.

12

OR

b. Explain in detail any three concepts of marketing.

12

Q4) a. Discuss any three types of Market Segmentation.

12

OR

b. Consumer behaviour is influenced by Economic and Social factors. Describe.

12

Q5) a. The Four P's are important ingredients of marketing mix strategy. Discuss.

12

OR

b. Explain in detail the methods of training the sales force.

12

Q6) a. Internet provides various forms of Online marketing. List and explain them.

12

OR

b. Summarize the concept, merits, and demerits of Catalogue marketing.

12.