

S. S. DEMPO COLLEGE OF COMMERCE & ECONOMICS
Altinho – Panaji
F. Y. B. Com. Semester - I Supplementary Examination (REVISED)
June - 2016

MARKETING - I

Instructions: All questions are compulsory.

Duration: 2 Hours

Marks: 80

Q. No.1. Write short notes on any four of the following. (16)

- I. De-marketing.
- II. Web marketing.
- III. Participants in the buying process.
- IV. Social network marketing.
- V. Selling concept of marketing.
- VI. Niche marketing.

Q. No.2. Write short notes on any four of the following. (16)

- I. Requirements of effective segmentation.
- II. Telemarketing.
- III. Rural marketing.
- IV. Social marketing.
- V. Physical functions of marketing.
- VI. Facilitating functions of marketing.

Q. No.3. a) Define marketing mix. Discuss variables of marketing mix. (12)

OR

b) Discuss in detail factors influencing market segmentation.

Q. No.4. a) Mention and explain stages involved in individual buying process. (12)

OR

b) Discuss various tools of marketing research.

Q. No.5. a) Mention and explain factors influencing consumer behaviour. (12)

OR

b) Discuss in detail benefits of market segmentation.

Q. No.6. a) Discuss the importance of study of consumer behaviour. (12)

OR

b) Discuss factors influencing marketing environment.