## 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.

Q. No. 1. Write short notes on any four of the following.  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.  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.  OR  b) Discuss in detail factors influencing market segmentation.  Q. No. 4. a) Mention and explain stages involved in individual buying process.  OR  b) Discuss various tools of marketing research.  (12)  OR  b) Discuss in detail benefits of market segmentation.	Duna	instructions: All questions are compulsory.	3.5 3 0.0
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OR		b) Discuss in detail benefits of market segmentation.	
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