

GVM'S GGPR College of Commerce & Economics, Ponda Goa
M.Com Semester II End Examination, July, 2021
COC 222 – Marketing Management

Duration – 02 Hours

Maximum Marks: 30

Instructions:

1. *This paper consists of 5 questions.*
 2. *Question no. 1 consist of 5 compulsory questions of 2 mark each*
 3. *Answer any 2 questions from question no. 2 to 5*
 4. *Q1 carry 10 marks & Q2 – Q5 carry 10 marks each.*
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Q1. Write short notes on the following

(5 x 2 = 10 marks)

- a) Recession marketing
- b) Target marketing
- c) Ethics in marketing
- d) Cause related marketing
- e) Advertising Standards Council of India (ASCI)

Q2. Enumerate the concept of marketing and explain the 7P's & 7C's of marketing mix.

(10 marks)

Q3. What is STP in marketing, explain different positioning strategies adopted by marketing firms.

(10 marks)

Q4. Explain the term consumer behavior and elaborate on how The Nicosia model of consumer behaviour differs from the Howard-Sheth model of buying behaviour.

(10 marks)

Q5. What is digital marketing, explain how the advent of digital marketing transformed advertisements with suitable examples.

(10 marks)