

**GVM'S GGPR College of Commerce & Economics, Ponda Goa**  
**M.Com Semester-II End Examination-June 2022**  
**COC222-Marketing Management**

**Duration-03 Hours**

**Max. Marks: 60**

- Instructions: 1. This paper consists of *nine (9)* questions carrying equal marks.  
2. Question *No. 1* is compulsory.  
3. Answer any *five (5)* questions from 2,3,4,5,6,7,8 and 9.  
4. Each question carries *10 marks*. Figures to the right indicate full marks.
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**Q.1. Answer any five questions from the following: (5x2=10 marks)**

- a) State and explain any two nature of marketing.
- b) What is target marketing?
- c) Explain the concept of cause related marketing.
- d) List out any two features of Council for Fair Business Practices (CFBP).
- e) State the basics of demand and supply.

**Q.2. State and explain the Scope of marketing. (10 marks)**

**Q.3. Explain the seven P's of the marketing mix. (10 marks)**

**Q.4. Describe the steps involved in the Buying process. (10 marks)**

**Q.5. Discuss the Unfair marketing practices used by the companies. (10 marks)**

**Q.6. Explain the different types of marketing strategies. (10 marks)**

**Q.7. Explain the different types of Unfair advertising practices. (10marks)**

**Q.8. Answer the following questions: (2x5=10 marks)**

- a) Explain the four C's of the marketing mix.
- b) What is Digital marketing? Explain any four components of digital marketing.

**Q.9. Answer the following questions: (2x5=10 marks)**

- a) What is Market Segmentation? Explain any four types of segmentation.
- b) Describe the benefits of segmentation.

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