

G.V.M.'S G.G.P.R. College of Commerce & Economics, Ponda Goa

M.Com Semester-II End Examination-May 2023

COTC-409 Marketing and Consumer Behaviour

Duration-02 Hours

Maximum Marks: 40

Instructions:

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

- a) Explain the Law of Supply with example.
- b) Which are the three positioning factors that can help in gaining competitive edge?
- c) Explain data confidentiality in marketing ethics.
- d) Explain cross tabulation.
- e) Explain WOM marketing.

Q.2. Answer the following questions :- (2x5= 10)

- a) List and explain any 6 factors responsible for market demand.
- b) Explain in detail the steps involved in an AIDA model.

Q.3. Answer the following questions :- (2x5= 10)

- a) Enumerate and explain 7 Ps of Marketing.
- b) Discuss the advantages and disadvantages of traditional marketing.

Q.4. Explain in detail all the factors that influence consumer behaviour. (10)

Q.5. Answer the following questions :- (2x5= 10)

- a) State and explain the process of consumer decision making.
- b) Discuss the advantages and disadvantages of unfair trade practices.

Q.6. Answer the following questions :- (2x5= 10)

- a) Explain the three-dimensional definition of Business.
- b) Determine and explain on how to know if the customers are happy.