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GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA – GOA
B.COM. UGC-CCFUP (SEMESTER-III) Intra Semester Assessment (ISA-I)-Test AUGUST 2024
CBM-201-MARKETING MANAGEMENT

Time: 30 Minutes

Marks: 10

Instructions:

1. All questions are compulsory

2. draw diagrams wherever necessary

Q1) Identify the correct answer by selecting the appropriate choice.

(02 marks)

(CO1) (BL1)

1) What does SEO stand for in digital marketing?

- a) Search Engine Optimization
- b) Social Engagement Outreach
- c) Search Email Operations
- d) Social Engine Optimization

2) Which of the following best exemplifies experiential marketing?

(CO3) (BL2)

- a) Running a banner ad on a popular website
- b) Hosting a pop-up event where customers can interact with a brand's products
- c) Sending out promotional emails
- d) Placing an ad in a magazine

Q2) Answer the following (Attempt any two)

(08)

1) Explain the four elements of the marketing mix and provide an example of each.

(CO2) (BL 2)

2) Describe the difference between marketing and selling.

(CO1) (BL4)

3) Explain what omnichannel marketing, and what are its merits and limitations?

(CO1) (BL2)