Goa Vidyaprasarak Mandal's GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS FARMAGUDI PONDA- GOA

S.Y.B.COM. UGC-CCFUP (SEMESTER- III) REGULAR EXAMINATION OCTOBER/NOVEMBER 2024 CBM-201 - MARKETING MANAGEMENT

DURATION: 2 HOURS TOTAL MARKS: 80 MARKS

Instructions: 1.All questions are compulsory 2. draw diagrams wherever necessary	
Q1) Answer the following question	(8x2M=16M)
Q1A) What is experiential marketing?	(2 M) (CO1) (BL1)
Q1B) What is W-O-M marketing?	(2 M) (CO1) (BL1)
Q1C) What does labelling contain?	(2 M) (CO1) (BL1)
Q1D) Explain the concept of price skimming?	(2 M) (CO1) (BL1)
Q1E) What is a direct channel in marketing?	(2 M) (CO1) (BL1)
Q1F) What are common methods of sales promotion?	(2 M) (CO1) (BL1)
Q1G) What does B2B mean in the context of business transactions?	(2 M) (CO1) (BL1)
Q1H) What does market research mean?	(2 M) (CO1) (BL1)
Q2A) Explain the seven elements of the marketing mix (7 P's) and provide an example for each. (12 M) (CO2) (BL2)	
OR	
Q2B) Explain the different factors used in market segmentation. (12 M) (CO1) (BL2)	
Q2C) Describe the difference between marketing and selling.	(04 M) (CO1) (BL2)
Q3A) In what ways can the steps of the new product developm implemented in practical situations?	ent process be (12 M) (CO4) (BL3)
Q3B) What modifications (strategy) can businesses make to their marketing approaches based on the various stages of the product life cycle? (04 M) (CO3) (BL3)	
OR	

Q3C) How would you apply different pricing strategies to launch a new product in a

competitive market?

(04 M) (CO4) (BL3)

- Q4A) Assess the strengths and weaknesses of personal selling as a promotional strategy employed by companies? (12M) (CO4) (BL4)
- Q4B) If you were starting a cake business, which distribution channels would you select, and what factors would guide your decision? (04 M) (CO4) (BL3)

 OR
- Q4C) If you were starting a cake business, which promotional tools would you select, and how would you justify your choices? (04 M) (CO4) (BL3)
- Q5 A) How do cultural, social, personal, and psychological factors interact to influence consumer buying behaviour? (12 M) (CO3) (BL4)
- Q5B) In a scenario where your company is experiencing intense competition in the B2B market, what strategies would you implement to enhance sales?

 (04 M) (CO4) (BL3)

OR

Q5C) How would you utilize market information systems to develop an effective market strategy? (04 M) (CO4) (BL3)