

**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 development process be implemented in practical situations? (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)**

**P.T.O.**

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