

# CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE

M.COM. (Semester – II) Examination, July 2021

COC222 – Marketing Management (OA- 18A)

Duration: 2 Hours

Max. Marks: 40

**Instructions:** 1) This paper consists of **six** questions

2) Question No.1 consists of **5 compulsory** questions of **2 marks** each

3) Answer **any 3** questions from Question **2,3,4,5 & 6**

4) The scanned copy of the answer sheets should be uploaded before 1:00 p.m. on the day of the exam

5) Figures to the **right** indicate **marks**.

1. Answer the following questions in brief: (5 x 2 = 10)
    - a. What are the determinants of successful product positioning?
    - b. Explain the importance of Relationship marketing?
    - c. What do you mean by Cause related marketing?
    - d. State any four objectives of Advertising Standards Council of India.
    - e. Explain the role of Ethics in marketing?
  2. Explain the major variables used to segment consumer markets and discuss the need for market segmentation. 10
  3. 'New Product Development is a growth strategy'. Explain the stages in the New Product Development process. 10
  4. Elucidate the Process that you as a Consumer would take to buy a new bike. 10
  5. Discuss the uncontrollable variables influencing the marketing strategies of a firm in a competitive marketing environment. 10
  6. What is Digital Marketing? Why there is a need to use social channels in marketing for every business? 10
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