Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics

M.COM (SEMESTER III) EXAMINATION, NOVEMBER 2019
COO319: MARKETING MANAGEMENT (OA-18A)

Duration: 3 Hours

Max. Marks: 60

Instructions: 1) This paper consists of **nine** questions.

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

3) Answer **any five questions** from question 2,3,4,5,6,7,8 and 9.

4) Figures to the right indicate marks.

Q.1. Answer the following questions in brief: (2 x 5 = 10)

a) Define the term 'Sales'.

b) What is Consumer Value?

c) What is Domestic Marketing?

d) Briefly explain any two sources of Primary Data.

e) A Startup manufacturing company intends to market its product in Goa. What would consist of its Marketing Mix?

Q.2. What is Market Segmentation? On what basis can a market be segmented? (10)

Q.3. Explain the stages of New Product Development. (10)

Q.4. Explain the Nicosia Model of Consumer Behaviour. (10)

Q.5. a) Briefly explain the Freudian Psychoanalytic Motivations Model of Consumer Behaviour. (04)

b) Define 'Consumer Behaviour'. Why is the study of Consumer Behaviour important for companies? (06)

Q.6. Differentiate between International Marketing and Domestic Marketing. (10)

Q.7. Explain with appropriate examples how a domestic company could gain entry into International markets. (10)

Q.8. What is Factor Analysis? How is Factor Analysis used in Marketing? What are the decisions involved in using Factor Analysis? (10)

Q.9. a) What are the different types of Marketing Research? (04)

b) Explain the Various sources of collecting Secondary Data Information. (06)