

B.Com. 5th Semester (Honours) Examination, 2020-21
COMMERCE

Course ID :51217

Course Code : BCOMH 504DSE-2

Course Title : Marketing Management

Full Marks : 40

Time : 2 Hrs

The figures in the margin indicate full marks

Candidates are required to give their answer in their own words as far as practicable

1. Answer any 05 (Five) questions from the following: 2x5=10

- A) What is Marketing?
- B) What is Product Life Cycle (PLC)?
- C) What is Branding?
- D) What is Online Marketing?
- E) What is Green Marketing?
- F) What is Advertisement?
- G) What is Market Promotion Policy?
- H) What is Product?

2. Answer any 04 (Four) questions from the following: 5x4=20

- A) What are the factors to be consider at the time of pricing a product?
- B) What are the difference between Marketing and Selling?
- C) Write short note on Service Marketing?
- D) What are the difference between Wholesaling and Retailing?
- E) What are the roles of Packaging?
- F) Write short note on Promotion Mix?

3. Answer any 01 (one) questions from the following: 1x10=10

- A) What are the components of Marketing Environment in India?
- B) What is Market Segmentation? What are the bases of Market Segmentation? What are advantages of Market Segmentation? (2+4+4)

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