



B. COM
Fifth Semester
MARKETING MANAGEMENT
(BCM- 22)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. Define marketing. Explain the functions of marketing. (2+8=10)
2. What do you mean by macro environment ? Mention the importance of marketing . (2 +8 =10)
3. Explain in brief : (5+5=10)
a) marketing mix b) market segmentation
4. What do you mean by a product and product mix ? (5+5=10)
5. Define packaging. Mention the importance of packaging. (2 +8=10)
6. What is a brand ? What are the various functions of branding. (2+8=10)
7. Explain in brief the product planning process. (1×10=10)
8. Define promotion and mention the importance of promotion. (2+8=10)



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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. Marketing leads to flow of _____
a) goods b) services c) both a & b d) all of the above
2. In marketing, the _____ utility is created through the sale of goods
a) possession b) time c) place d) none of the above.
3. Marketing aims to produce _____ products & services to raise the standard of living of consumers
a) quantitative b) qualitative c) both a & b d) none of the above
4. Marketing _____ are developed for identifying new customers in the market.
a) strategies b) policies c) techniques d) none of the above
5. Macro environmental factor consist of _____ forces
a) economic b) demographic
c) social & cultural d) all of the above.
6. The marketing _____ can be regarded as the core of the companies marketing system
a) tools b) mix c) techniques d) all of the above.
7. The elements of marketing mix are
a) product b) price c) distribution d) all of the above
8. _____ is about building the image of the product.
a) positioning b) marketing c) promotion d) none of the above

9. _____ is a set of complex tangible & intangible attributes.
a) price b) promotion c) product d) none of the above.
10. Products can be _____ in nature
a) durable b) non-durable c) both a & b d) none of the above
11. Screening techniques are divided into _____ types
a) two b) three c) four d) none of the above.
12. The generation of new ideas for a new product is known as :
a) idea formulation b) screening
c) business analysis d) none of the above.
13. Outdoor media includes _____ media
a) visual b) aural c) both a & b d) none of the above.
14. The major participants in the distribution channel are
a) producers b) intermediaries c) consumers d) all of the above.
15. Demand, competition, suppliers are _____ factors
a) external b) internal c) both a & b d) none of the above.
16. A brand can be a _____
a) name b) term c) symbol d) all of the above.
17. Marketing aims to produce _____ products
a) quality b) expensive c) branded d) none of the above.
18. Screening consist of _____ techniques
a) checklist b) chart c) both a & b d) none of the above
- 19 _____ mix consist of width & depth dimensions.
a) product b) promotion c) marketing d) none of the above
- 20 _____ is used to introduce a new product in the market
a) packaging b) pricing c) marketing d) none of the above.
