

# **RISHI BANKIM CHANDRA EVENING COLLEGE**

**M. Com 2<sup>nd</sup> Semester Examination, 2022**

## **MARKETING MANAGEMENT (COMPCORO6T)**

**Time: 2Hrs**

**Full Marks: 40**

### **Group-A**

Answer any **FIVE** from the following:

2x5=10

1. Explain the concepts of 'needs' and 'wants'.
2. What is the difference between sales and marketing?
3. What is marketing research?
4. What is meant by Service Marketing?
5. What do you understand by Branding?
6. Distinguish between publicity and advertisement?
7. Define buying behaviour.
8. What is channels of distribution?

### **GROUP B**

#### **PART I**

Answer any **ONE** from the following:

5

9. "Marketing mix is a tool to communicate"- Explain.
10. Explain with examples the role of packaging in developing new products.

**PART II**

Answer any **ONE** from the following:

5

11. Explain why the maturity stage of product life cycle witness heavy promotional expenditure.
12. Explain briefly different bases of market segmentation.

**GROUP C**

**PART I**

Answer any **ONE** from the following:

10

13. (a) Discuss the importance of pricing in marketing mix.  
(b) Explain the following pricing strategies:  
(i) Skimming pricing (ii) Penetration pricing (iii) Psychological pricing  
4+2+2+2
14. Explain the factors influencing consumer behaviour. 10

**PART II**

Answer any **ONE** from the following:

10

15. (a) “Advertising informs, personal selling influences trial of product-  
Explain. 5  
(b) “Salesperson serve both masters-the seller as well as the buyer”-  
Elucidate. 5
16. (a) What are the factors marketers take into account while choosing an  
appropriate brand name? 5  
(b) Discuss with an example of Demographic market segmentation.

5