

**RISHI BANKIM CHANDRA EVENING COLLEGE**  
**M.COM. SEMESTER II EXAMINATION-2023**  
**MARKETING MANAGEMENT (COMPCOR06T)**

**FULL MARKS: 40**

**TIME ALLOWED: 2 HOURS**

**GROUP A**

**Answer any *five* from the following**

**2x5=10**

1. What do you mean by Integrated Marketing?
2. Explain briefly the concept of Personal Selling.
3. Explain Product Line in Marketing with an example.
4. What is meant by Product Line Stretching?
5. Define Product Mix.
6. Name at least two intermediaries in Marketing?
7. What do you mean by psychological pricing?
8. Why is culture important for study on consumer behaviour?

**GROUP B**

**PART I**

**Answer any *one* from the following**

**5**

9. What are the methods of new product pricing? Explain.
10. Define product mix. Point out the various dimensions of product mix with suitable example.

**PART II**

**Answer any *one* from the following**

**5**

11. Write in brief about positioning strategies
12. Explain the concept of network marketing.

**GROUP C**

**PART I**

**Answer any *one* from the following:**

**10**

13. Define marketing mix and explain the concept of four "Ps".

14. Explain the factors influencing choice of channels. State the major types of channels.

### **PART I I**

**Answer any *one* from the following**

**10**

15. What is 'Trade Mark'? What is its importance? How does it differ from 'Brand'?

16. Explain the role of marketing research in marketing decision making.