

**B.Com. Semester-V Examination, 2022-23****COMMERCE [Honours]**

Course ID : 51217 Course Code : BCOMH/504/DSE-2

Course Title : Marketing Management

Time : 2 Hours

Full Marks : 40

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **five** questions of the following:

2×5=10

- What is Marketing?
- What is Product Promotion?
- What is Advertisement?
- What is Green Marketing?
- What is Micro level Marketing Environment?
- What is Public Distribution System?
- Define Branding.
- Mention any two features of Marketing.

2. Answer any **four** questions of the following:

5×4=20

- Distinguish between Marketing and Selling.
- Explain the importance of promotion in Marketing.
- What are the essential qualities of a salesman?
- What are the differences between Wholesale and Retail business.
- Write short note on External Marketing Environment.
- What are the roles of Technology in marketing?

3. Answer any **one** of the following questions:

10×1=10

- What is Market Segmentation? What are the bases of Market Segmentation? What are the advantages of Market Segmentation?
- What are the different types of product pricing methods? Explain in brief.

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