

JI-101

January-2024

B.Com., Sem.-I

DSC-M-COM-113 : Marketing Management

Time : 2 Hours]

[Max. Marks : 50

Instruction : All questions are compulsory.

1. Explain scope of marketing. 10
OR
1. (A) Explain 4 modern 'P' of marketing mix. 5
(B) Explain difference between marketing and selling. 5
2. Explain psychological factors affecting consumer behaviour. 10
OR
2. (A) What is sensory marketing ? Explain five different senses engaged with sensory marketing. 5
(B) Explain : 5
(1) Undifferentiated Marketing
(2) Concentrated Marketing
(3) Differentiated Marketing
3. Explain classification of product. 10
OR
3. (A) Explain stages of product life cycle. 5
(B) Explain dimension of product mix. 5
4. What is event marketing and explain its importance. 10
OR
4. (A) Explain 5C of event marketing. 5
(B) Explain importance of green marketing. 5
5. Multiple Choice Questions : (any 10) 10
(1) Which of the following media is not included in paid media of communication ?
(a) TV (b) Magazine
(c) Brochure (d) Newspaper
(2) By keeping whom into mind, marketing managers finance the marketing policy ?
(a) Production (b) Sales
(c) Customers (d) Traders

- (3) Any type of sign, symbol, design, logo, picture or name to identify the product is _____.
- (a) Attractiveness (b) Uniqueness
(c) Branding (d) Specialisation
- (4) Which of the following is not included in commodity product ?
- (a) Food (b) Clothes
(c) Washing machine (d) Utensils
- (5) Which brand is known as trademark ?
- (a) Ideal (b) Easy
(c) Registered (d) Easy to remember
- (6) From the following which cannot be a cause for product failure ?
- (a) Price (b) Product
(c) Price of share (d) Employees
- (7) Which kind of companies use green marketing ?
- (a) Large companies
(b) Automobile companies
(c) Socially responsible companies
(d) Multinational companies
- (8) An initiative towards green marketing is a feature of _____.
- (a) Urban Marketing (b) Rural Marketing
(c) Relationship Marketing (d) Service Marketing
- (9) Events like cleanliness campaign and road shows related to that held in the city, is a part of _____ event.
- (a) public (b) private
(c) non profit (d) private company
- (10) From the following which base is not considered for market segmentation ?
- (a) Place (b) Income
(c) Caste (d) Age
- (11) Two components of marketing environment are task environment and second _____.
- (a) Small environment (b) Social environment
(c) Broad environment (d) Natural environment
- (12) When do we say that the "break even point" has been reached ?
- (a) When revenue exceeds expenditure
(b) When revenue is less than cost incurred
(c) When revenue equals total expenses
(d) None of the above
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