



# Dr. Shyama Prasad Mukherjee University, Ranchi

University Department of Commerce

M.Com. Semester-II

End Semester

## SAMPLE QUESTIONS

Subject: **MARKETING MANAGEMENT**

Paper: **CCM – 204**

### SECTION – A [20 Marks]

Attempt ALL parts. Each part carries TWO marks.

[2x10 = 20]

- (1) The stage in the product life cycle that focuses on expanding market and creating product awareness is the \_\_\_\_\_
  - (a) Decline stage
  - (b) Introduction stage
  - (c) Growth stage
  - (d) Maturity stage
  
- (2) \_\_\_\_\_ concept holds that consumers will favour those products that are conveniently available in adequate quantity and affordable.
  - (a) Product.
  - (b) Production.
  - (c) Selling.
  - (d) Buying.
  
- (3) According to, \_\_\_\_\_ consumers favour products that are available and highly affordable.
  - (a) Product concept
  - (b) Production concept
  - (c) Production cost expansion concept
  - (d) Marketing concept
  
- (4) What is the purpose of the "Promotion" function in marketing?
  - (a) To determine the right price for products
  - (b) To create and maintain a strong brand identity
  - (c) To ensure products are available in the right locations
  - (d) To communicate with customers and persuade them to buy
  
- (5) Marketing is a process which aims at \_\_\_\_\_
  - (a) Production
  - (b) Profit-making
  - (c) Satisfaction of customer needs
  - (d) Selling products

- (6) Which one of the following is not one of the P s of marketing?
- (a) Product.
  - (b) Price.
  - (c) Place.
  - (d) Production.
- (7) Which of the following is an example of a macro-environmental factor?
- (a) Competitors
  - (b) Suppliers
  - (c) Customers
  - (d) Economic condition
- (8) Which of the following is NOT a social and cultural factor in the marketing environment?
- (a) Lifestyle trends
  - (b) Religion
  - (c) Inflation rate
  - (d) Social Values
- (9) Segmentation is the process of \_\_\_\_\_:
- (a) Dividing the market into homogenous groups
  - (b) Selecting one group of consumers among several other groups
  - (c) Creating a unique space in the minds of the target consumer
  - (d) None of these
- (10) The social aspect of marketing is to ensure \_\_\_\_\_.
- (a) Price.
  - (b) Demand.
  - (c) Low price with high quality.
  - (d) Service goods.
- (11) Consumer environment is always changing and hence it is not possible to assess correctly. [True/False]
- (12) The pricing policy should be cost oriented. [True/False]
- (13) Rail transport is the example of distribution of channel of goods. [True/False]
- (14) Marketing activities are performing by all whether it is manufacturer, producer, wholesaler or retailer. [True/False]
- (15) The Indian market has deep rural character. [True/False]
- (16) Consumer behaviour is culture oriented. [True/False]

- (17) Product Life Cycle concepts refers to the effective line span of a product line.  
[True/False]
- (18) Internal factor does not affect pricing policy. [True/False]
- (19) The word 'Channel' has its origin from Latin word. [True/False]
- (20) There is no difference between the term concept and scope of marketing. [True/False]
- (21) Marketing Mix denote the combination of 6P's. [True/False]
- (22) The channel of distribution does not include wholesale trader. [True/False]
- (23) There is no difference between sales promotion and advertising. [True/False]
- (24) The main objective of sales promotion is to attract customer and increase sales.  
[True/False]
- (25) All trademarks are not brand. [True/False]

**SECTION – B [20 Marks]**

**Attempt any FOUR parts. Each part carries FIVE marks.**

**[5x4 = 20]**

- (1) What do you mean by marketing management?
- (2) Discuss the various stages in the evolution of marketing.
- (3) What do you mean by product differentiation?
- (4) Explain the various factors that influence the choice of Channels of Distribution.
- (5) What do you mean by physical distribution?
- (6) Explain the various stages of New Product Development.
- (7) What is basic difference between selling and marketing?
- (8) What are the various factors which a manager must keep in his mind while making pricing decisions?
- (9) What are the merits and demerits of branding?
- (10) What are the various methods of promoting a product?

**SECTION – C [30 Marks]**

**Attempt any TWO parts. Each part carries FIFTEEN marks. [15x2 = 30]**

- (1) What do you mean by marketing environment? How such environment is relevant to a marketer?
- (2) What do you mean by marketing? Discuss the nature and functions of Marketing.
- (3) Explain the 4P's of marketing mix. Also discuss fifth and sixth P's of marketing mix.
- (4) What are the various stages in the life cycle of a product? What strategies are being followed during various stages of product life cycle?
- (5) Distinguish between consumer and industrial product. What is the role of product planning in the modern age?
- (6) Explain different marketing management philosophies.
- (7) What you mean by marketing segmentation? Explain the various bases of segmenting market.
- (8) What is market segmentation? What are the major requirements for successful market segmentation?