

Sree Chaitanya Mahavidyalaya
M.Com. (Semester-2) Examination-2021
Marketing Management
Paper-COMPCOR06T

Full Marks-40

Time-2 Hours

Group-A

1. **Answer any five questions**

5x2=10

- (a) What are the 4 Ps of Marketing Mix?
- (b) Define the term “Product Mix”.
- (c) Mention the different Service Mix elements.
- (d) Highlight the elements of the Promotion Mix.
- (e) Define Market Segmentation.
- (f) What is a product?
- (g) What do you mean by consistency in a product line?
- (h) How do you define the “price” of a product?

Group-B

Answer any two questions

2x5 =10

- 2. Discuss in brief the unique characteristics of services.
- 3. Highlight the principal pricing methods.
- 4. Explain in brief the different levels of a product with a suitable diagram.
- 5. Enumerate the different types of buying behaviour.

Group-C

Answer any two questions

2x10=20

- 6. Describe Product Life Cycle with emphasis on different marketing strategies at different stages.
- 7. Elaborate on the different Pricing Strategies.
- 8. Discuss the various bases of segmentation.
- 9. Enunciate the different Differentiation and Positioning strategies.

Send your answer scripts to this e-mail

abhisek.saha.thirteen@gmail.com