

**SUNDARBAN MAHAVIDYALAYA**  
**C.U. B.COM.SUPPLEMENTAL EXAMINATION 2020**  
**SEMESTER – II**  
**MARKETING MANAGEMENT (CC2.2CHG)**  
**FULL MARKS: 25      TIME: 1 HR.**

Answer any five questions

(5x5=25)

1. Define market. What do you mean by marketing?
2. Give the characteristics of modern concept of marketing.
3. What does sociological model of consumer behaviour explain?
4. Write a short note on marketing environment.
5. What is market segmentation? What do you mean by market segmentation according to consumer?
6. Define product. What do you mean by marketing mix?
7. Explain different elements of product planning.
8. What is the importance of pricing? What are the types of pricing models?
9. What is meant by brand equity? How are brands classified?
10. What are the objectives of advertising? Is advertising and sales promotion same?

**E-mail: [sm.commerce.dept@gmail.com](mailto:sm.commerce.dept@gmail.com)**