



Bc/BC/C20

2026

(FYUGP)

(8th Semester)

COMMERCE

(MAJOR)

Paper : BC/C20

(Marketing Management)

Full Marks : 75

Pass Marks : 40%

Time : 3 hours

The figures in the margin indicate full marks
for the questions.

UNIT—I

(Understanding the Marketing Process)

1. (a) Define marketing and explain its nature and importance. Distinguish between selling and marketing. $7\frac{1}{2}+7\frac{1}{2}=15$

Or

- (b) Explain micro- and macro-components of marketing environment. Discuss ethics in marketing with examples.

$10+5=15$

26L/549

(Turn Over)

UNIT—II

(Consumer Behaviour and Marketing Research)

2. (a) Discuss the determinants of consumer buying behaviour. Explain the buying process of consumer. $7\frac{1}{2}+7\frac{1}{2}=15$

Or

- (b) Discuss the meaning and nature of marketing research. Explain how marketing research supports marketing decisions in product, pricing, promotion and distribution. $7+8=15$

UNIT—III

(Product and Pricing Decision)

3. (a) Define the concept of product. Explain the stages of product life cycle with suitable example. $3+12=15$

Or

- (b) Describe the factors influencing pricing decisions. Explain different pricing policies and strategies. $7\frac{1}{2}+7\frac{1}{2}=15$

26L/549

(Continued)

26L—200/549

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UNIT—IV

(Distribution and Promotion Decisions)

4. (a) What do you understand by the channels of distribution? Discuss their functions. Also, discuss the role of intermediaries in marketing. $3+7+5=15$

Or

- (b) Discuss the meaning and objectives of promotion. Explain personal selling, sales promotion, advertising and publicity. $7+8=15$

UNIT—V

(Emerging Trends in Marketing)

5. (a) Explain the concept and importance of service marketing, cyber marketing and green marketing. $5+5+5=15$

Or

- (b) Discuss the concept and features of rural marketing in India, relationship marketing and global marketing. $5+5+5=15$
