

KHUDIRAM BOSE CENTRAL COLLEGE
SUPPLY EXAMINATION-2020
B.COM PART-II (HONS & GEN)
MARKETING MANAGEMENT AND E-COMMERCE
PAPER- 2.2CHG

TIME : 45 MINS

F.M- 25

Candidates are requested to give answers as far as practicable. Right hand side indicates full marks of each question.

GROUP-A (ANSWER ANY ONE QUESTION) 5*1=5

1. What is market segmentation ? Discuss about some importance of it. (2+3)
2. Briefly explain about the product life cycle. 5
3. Define E-Mail. Mention any four advantages of it. (1+4)
4. What is supply chain management ? Discuss about the features of it. (1+4)

GROUP- B (ANSWER ANY TWO QUESTIONS) 10*2=20

5. What do you mean by marketing ? what is selling ? Distinguish between Marketing and Selling. (2+2+6)
6. Define Packaging. What is Branding ? Distinguish between Packaging and Branding. (2+2+6)
7. What is e-cash ? What is Digital Wallet ? Define RTGS. What is credit card ? Mention any two features of ERP. (2+2+2+2+2)
8. What is ERP ? Mention about different phases of ERP implementation. What is digital marketing ? what is E-CRM ? (2+4+2+2)

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