

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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B.Com. (Hons.) (SEM.-VI) EXAMINATION, 2025-26
(NEP & BACK PAPER)
COMMERCE (GROUP-C : MARKETING
MANAGEMENT)
(Industrial & Services Marketing)

Paper Code							
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[CODE : BCH-606 (MM)]

Question Booklet
Series

A

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छॉटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. Industrial Marketing mainly deals with :
 - (A) Household consumers
 - (B) Business buyers
 - (C) Government only
 - (D) Retail buyers
2. Industrial Demand is :
 - (A) Direct
 - (B) Derived
 - (C) Seasonal
 - (D) Elastic
3. Which is not a feature of Industrial Marketing ?
 - (A) Fewer buyers
 - (B) Large orders
 - (C) Emotional buying
 - (D) Professional purchasing
4. Industrial Customers include :
 - (A) Individuals
 - (B) Organizations
 - (C) Students
 - (D) Families
5. Derived Demand depends on :
 - (A) Income
 - (B) Consumer demand
 - (C) Government policy
 - (D) Price
6. Procurement Orientation focuses on :
 - (A) Cost saving
 - (B) Selling
 - (C) Advertising
 - (D) Branding
7. Supply Chain Management involves :
 - (A) Advertising
 - (B) Flow of Goods
 - (C) Pricing
 - (D) Promotion
8. Industrial Marketing Environment includes :
 - (A) Only Economic factors
 - (B) Only Political factors
 - (C) Internal and External factors
 - (D) Only Social factors

9. Institutional Market includes :
- (A) Hospitals
 - (B) Schools
 - (C) NGOs
 - (D) All of the above
10. Industrial buyers are :
- (A) Emotional
 - (B) Rational
 - (C) Impulsive
 - (D) Random
11. Consumer Marketing deals with :
- (A) Business goods
 - (B) Final consumers
 - (C) Industrial buyers
 - (D) Institutions
12. Industrial Products are :
- (A) Consumed directly
 - (B) Used for Production
 - (C) Luxury goods
 - (D) Fashion goods
13. Demand in Industrial Markets is :
- (A) Stable
 - (B) Fluctuating
 - (C) Independent
 - (D) Random
14. Purchasing Orientation emphasizes :
- (A) Sales
 - (B) Cost efficiency
 - (C) Promotion
 - (D) Branding
15. Supply Chain includes :
- (A) Supplier
 - (B) Manufacturer
 - (C) Distributor
 - (D) All of the above
16. Industrial Marketing involves :
- (A) Mass advertising
 - (B) Personal selling
 - (C) Emotional appeal
 - (D) Celebrity endorsement

17. Environment factors include :
- (A) Technology
 - (B) Economy
 - (C) Politics
 - (D) All of the above
18. Institutional buyers focus on :
- (A) Profit
 - (B) Welfare
 - (C) Fashion
 - (D) Luxury
19. Industrial Demand is :
- (A) Inelastic
 - (B) Elastic
 - (C) Fixed
 - (D) Unlimited
20. Procurement Orientation aims at :
- (A) Minimizing cost
 - (B) Increasing sales
 - (C) Branding
 - (D) Promotion
21. Industrial Market size is :
- (A) Small
 - (B) Large transactions
 - (C) Fixed
 - (D) Random
22. Industrial Customers are :
- (A) Few but large
 - (B) Many but small
 - (C) Random
 - (D) Emotional
23. Supply Chain improves :
- (A) Efficiency
 - (B) Cost
 - (C) Delivery
 - (D) All of the above
24. Industrial buying is :
- (A) Simple
 - (B) Complex
 - (C) Emotional
 - (D) Random

25. Institutional Markets include :

- (A) Schools
- (B) Hospitals
- (C) Charities
- (D) All of the above

26. Buying Center refers to :

- (A) Single buyer
- (B) Group decision
- (C) Retail shop
- (D) Warehouse

27. Initiator is the person who :

- (A) Uses product
- (B) Starts purchase
- (C) Pays
- (D) Approves

28. Influencer affects :

- (A) Payment
- (B) Decision
- (C) Delivery
- (D) Promotion

29. Decider is :

- (A) User
- (B) Final decision maker
- (C) Supplier
- (D) Retailer

30. Buyer is :

- (A) Approver
- (B) Negotiator
- (C) Influencer
- (D) User

31. Gatekeeper controls :

- (A) Finance
- (B) Information flow
- (C) Production
- (D) Sales

32. Organizational Buying Process includes :

- (A) Need recognition
- (B) Supplier search
- (C) Evaluation
- (D) All of the above

33. Conflict arises due to :
- (A) Agreement
 - (B) Differences
 - (C) Unity
 - (D) Similarly
34. Conflict Resolution includes :
- (A) Negotiation
 - (B) Avoidance
 - (C) Compromise
 - (D) All of the above
35. Buying behaviour is influenced by :
- (A) Economic factors
 - (B) Organizational factors
 - (C) Personal factors
 - (D) All of the above
36. New task buying is :
- (A) Routine
 - (B) Complex
 - (C) Repetitive
 - (D) Simple
37. Modified Rebuy involves :
- (A) No change
 - (B) Some change
 - (C) Complete change
 - (D) No purchase
38. Straight Rebuy is :
- (A) New purchase
 - (B) Routine purchase
 - (C) Complex
 - (D) Rare
39. Strategic Planning is :
- (A) Short-term
 - (B) Long-term
 - (C) Random
 - (D) Fixed
40. Strategy includes :
- (A) Goals
 - (B) Plans
 - (C) Actions
 - (D) All of the above

41. Industrial Strategies involve :
- (A) Market segmentation
 - (B) Targeting
 - (C) Positioning
 - (D) All of the above
42. Planning Process includes :
- (A) Analysis
 - (B) Implementation
 - (C) Control
 - (D) All of the above
43. Conflict can be :
- (A) Functional
 - (B) Dysfunctional
 - (C) Both (A) and (B)
 - (D) None of the above
44. Buying Center size depends on :
- (A) Purchase value
 - (B) Risk
 - (C) Complexity
 - (D) All of the above
45. Organizational buying is :
- (A) Individual
 - (B) Group
 - (C) Random
 - (D) Emotional
46. Strategic levels include :
- (A) Corporate
 - (B) Business
 - (C) Functional
 - (D) All of the above
47. Interpersonal Dynamics involves :
- (A) Power
 - (B) Influence
 - (C) Conflict
 - (D) All of the above
48. Supplier Selection depends on :
- (A) Price
 - (B) Quality
 - (C) Delivery
 - (D) All of the above

49. Strategy helps in :
- (A) Direction
 - (B) Control
 - (C) Growth
 - (D) All of the above
50. Planning is :
- (A) Future oriented
 - (B) Past oriented
 - (C) Random
 - (D) Emotional
51. Services are :
- (A) Tangible
 - (B) Intangible
 - (C) Durable
 - (D) Physical
52. Service Marketing focuses on :
- (A) Goods
 - (B) Services
 - (C) Products
 - (D) Manufacturing
53. Service characteristics include :
- (A) Intangibility
 - (B) Inseparability
 - (C) Variability
 - (D) All of the above
54. Service Environment includes :
- (A) Physical evidence
 - (B) People
 - (C) Process
 - (D) All of the above
55. Service mix includes :
- (A) 4Ps
 - (B) 7Ps
 - (C) 3Ps
 - (D) 5Ps
56. Service quality is :
- (A) Tangible
 - (B) Perceived
 - (C) Fixed
 - (D) Measured easily

57. Customer Satisfaction depends on :
- (A) Expectations
 - (B) Performance
 - (C) Both (A) and (B)
 - (D) None of the above
58. Services cannot be :
- (A) Stored
 - (B) Sold
 - (C) Produced
 - (D) Delivered
59. Inseparability means :
- (A) Production and Consumption together
 - (B) Separate processes
 - (C) Storage
 - (D) None of the above
60. Variability means :
- (A) Same service always
 - (B) Different quality
 - (C) Fixed output
 - (D) None of the above
61. Perishability means :
- (A) Storage possible
 - (B) Cannot store
 - (C) Durable
 - (D) Permanent
62. Service Marketing Mix includes :
- (A) Product
 - (B) Price
 - (C) Place
 - (D) All of the above
63. Additional Ps are :
- (A) People
 - (B) Process
 - (C) Physical evidence
 - (D) All of the above
64. Service Quality Dimensions include :
- (A) Reliability
 - (B) Assurance
 - (C) Empathy
 - (D) All of the above
65. Customer satisfaction leads to :
- (A) Loyalty
 - (B) Profit
 - (C) Retention
 - (D) All of the above

66. Service Environment is also called :
- (A) Servicescape
 - (B) Landscape
 - (C) Marketspace
 - (D) None of the above
67. Services are :
- (A) Homogeneous
 - (B) Heterogeneous
 - (C) Fixed
 - (D) Durable
68. Quality is measured by :
- (A) Expectations vs. Perception
 - (B) Price
 - (C) Promotion
 - (D) Sales
69. Service delivery depends on :
- (A) Employees
 - (B) Customers
 - (C) Process
 - (D) All of the above
70. Services include :
- (A) Banking
 - (B) Healthcare
 - (C) Education
 - (D) All of the above
71. Customer perception is :
- (A) Objective
 - (B) Subjective
 - (C) Fixed
 - (D) Constant
72. Service Firms focus on :
- (A) Experience
 - (B) Quality
 - (C) Satisfaction
 - (D) All of the above
73. Service Marketing is :
- (A) Product based
 - (B) Experience based
 - (C) Price based
 - (D) None of the above
74. Physical evidence includes :
- (A) Building
 - (B) Equipment
 - (C) Layout
 - (D) All of the above
75. Service Marketing importance is :
- (A) Growing sector
 - (B) Customer focus
 - (C) Economy
 - (D) All of the above

76. Service demand is :
- (A) Stable
 - (B) Fluctuating
 - (C) Fixed
 - (D) Constant
77. Yield Management focuses on :
- (A) Pricing
 - (B) Demand Management
 - (C) Promotion
 - (D) Sales
78. Demand Management includes :
- (A) Pricing
 - (B) Scheduling
 - (C) Promotion
 - (D) All of the above
79. Service Quality Gap refers to :
- (A) Expected vs. Perceived
 - (B) Price difference
 - (C) Cost gap
 - (D) None of the above
80. Gap model includes :
- (A) 5 gaps
 - (B) 3 gaps
 - (C) 2 gaps
 - (D) 6 gaps
81. Gap 1 is :
- (A) Knowledge gap
 - (B) Delivery gap
 - (C) Communication gap
 - (D) None of the above
82. Gap 5 is :
- (A) Service gap
 - (B) Price gap
 - (C) Cost gap
 - (D) None of the above
83. Service Promotion includes :
- (A) Advertising
 - (B) Personal selling
 - (C) Digital marketing
 - (D) All of the above

84. Distribution of Services is :

- (A) Physical
- (B) Electronic
- (C) Direct
- (D) All of the above

85. Corporate image means :

- (A) Company reputation
- (B) Product design
- (C) Pricing
- (D) Promotion

86. Banking Services include :

- (A) Loans
- (B) Deposits
- (C) Transfers
- (D) All of the above

87. Insurance Services provide :

- (A) Risk coverage
- (B) Profit
- (C) Goods
- (D) None of the above

88. Healthcare Services include :

- (A) Treatment
- (B) Diagnosis
- (C) Care
- (D) All of the above

89. Service Risk includes :

- (A) Financial
- (B) Performance
- (C) Psychological
- (D) All of the above

90. Demand Fluctuation occurs due to :

- (A) Season
- (B) Time
- (C) Events
- (D) All of the above

91. Yield Management aims to :

- (A) Maximize revenue
- (B) Minimize cost
- (C) Increase promotion
- (D) None of the above

92. Service gap arises due to :
- (A) Miscommunication
 - (B) Poor delivery
 - (C) Wrong expectations
 - (D) All of the above
93. Corporate image affects :
- (A) Trust
 - (B) Loyalty
 - (C) Perception
 - (D) All of the above
94. Service Distribution Channels include :
- (A) Online
 - (B) Offline
 - (C) Direct
 - (D) All of the above
95. Service Marketing in Banking focuses on :
- (A) Trust
 - (B) Security
 - (C) Convenience
 - (D) All of the above
96. Insurance Marketing emphasizes :
- (A) Risk
 - (B) Safety
 - (C) Protection
 - (D) All of the above
97. Healthcare Marketing focuses on :
- (A) Quality
 - (B) Care
 - (C) Trust
 - (D) All of the above
98. Service Challenges include :
- (A) Variability
 - (B) Perishability
 - (C) Intangibility
 - (D) All of the above
99. Demand Management Tools include :
- (A) Pricing
 - (B) Promotion
 - (C) Reservation
 - (D) All of the above
100. Corporate image is built through :
- (A) Quality
 - (B) Communication
 - (C) Experience
 - (D) All of the above

Rough Work / रफ कार्य

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Imp. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।