

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

D

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 छोटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. Service gap arises due to :
 - (A) Miscommunication
 - (B) Poor delivery
 - (C) Wrong expectations
 - (D) All of the above
2. Corporate image affects :
 - (A) Trust
 - (B) Loyalty
 - (C) Perception
 - (D) All of the above
3. Service Distribution Channels include :
 - (A) Online
 - (B) Offline
 - (C) Direct
 - (D) All of the above
4. Service Marketing in Banking focuses on :
 - (A) Trust
 - (B) Security
 - (C) Convenience
 - (D) All of the above
5. Insurance Marketing emphasizes :
 - (A) Risk
 - (B) Safety
 - (C) Protection
 - (D) All of the above
6. Healthcare Marketing focuses on :
 - (A) Quality
 - (B) Care
 - (C) Trust
 - (D) All of the above
7. Service Challenges include :
 - (A) Variability
 - (B) Perishability
 - (C) Intangibility
 - (D) All of the above
8. Demand Management Tools include :
 - (A) Pricing
 - (B) Promotion
 - (C) Reservation
 - (D) All of the above
9. Corporate image is built through :
 - (A) Quality
 - (B) Communication
 - (C) Experience
 - (D) All of the above

10. Conflict arises due to :
- (A) Agreement
 - (B) Differences
 - (C) Unity
 - (D) Similarly
11. Conflict Resolution includes :
- (A) Negotiation
 - (B) Avoidance
 - (C) Compromise
 - (D) All of the above
12. Buying behaviour is influenced by :
- (A) Economic factors
 - (B) Organizational factors
 - (C) Personal factors
 - (D) All of the above
13. New task buying is :
- (A) Routine
 - (B) Complex
 - (C) Repetitive
 - (D) Simple
14. Modified Rebuy involves :
- (A) No change
 - (B) Some change
 - (C) Complete change
 - (D) No purchase
15. Straight Rebuy is :
- (A) New purchase
 - (B) Routine purchase
 - (C) Complex
 - (D) Rare
16. Strategic Planning is :
- (A) Short-term
 - (B) Long-term
 - (C) Random
 - (D) Fixed
17. Strategy includes :
- (A) Goals
 - (B) Plans
 - (C) Actions
 - (D) All of the above

18. Strategy helps in :
- (A) Direction
 - (B) Control
 - (C) Growth
 - (D) All of the above
19. Planning is :
- (A) Future oriented
 - (B) Past oriented
 - (C) Random
 - (D) Emotional
20. Services are :
- (A) Tangible
 - (B) Intangible
 - (C) Durable
 - (D) Physical
21. Service Marketing focuses on :
- (A) Goods
 - (B) Services
 - (C) Products
 - (D) Manufacturing
22. Service characteristics include :
- (A) Intangibility
 - (B) Inseparability
 - (C) Variability
 - (D) All of the above
23. Service Environment includes :
- (A) Physical evidence
 - (B) People
 - (C) Process
 - (D) All of the above
24. Service mix includes :
- (A) 4Ps
 - (B) 7Ps
 - (C) 3Ps
 - (D) 5Ps
25. Service quality is :
- (A) Tangible
 - (B) Perceived
 - (C) Fixed
 - (D) Measured easily

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

34. Distribution of Services is :
- (A) Physical
 - (B) Electronic
 - (C) Direct
 - (D) All of the above
35. Corporate image means :
- (A) Company reputation
 - (B) Product design
 - (C) Pricing
 - (D) Promotion
36. Banking Services include :
- (A) Loans
 - (B) Deposits
 - (C) Transfers
 - (D) All of the above
37. Insurance Services provide :
- (A) Risk coverage
 - (B) Profit
 - (C) Goods
 - (D) None of the above
38. Healthcare Services include :
- (A) Treatment
 - (B) Diagnosis
 - (C) Care
 - (D) All of the above
39. Service Risk includes :
- (A) Financial
 - (B) Performance
 - (C) Psychological
 - (D) All of the above
40. Demand Fluctuation occurs due to :
- (A) Season
 - (B) Time
 - (C) Events
 - (D) All of the above
41. Yield Management aims to :
- (A) Maximize revenue
 - (B) Minimize cost
 - (C) Increase promotion
 - (D) None of the above

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

51. Service demand is :

- (A) Stable
- (B) Fluctuating
- (C) Fixed
- (D) Constant

52. Yield Management focuses on :

- (A) Pricing
- (B) Demand Management
- (C) Promotion
- (D) Sales

53. Demand Management includes :

- (A) Pricing
- (B) Scheduling
- (C) Promotion
- (D) All of the above

54. Service Quality Gap refers to :

- (A) Expected vs. Perceived
- (B) Price difference
- (C) Cost gap
- (D) None of the above

55. Gap model includes :

- (A) 5 gaps
- (B) 3 gaps
- (C) 2 gaps
- (D) 6 gaps

56. Gap 1 is :

- (A) Knowledge gap
- (B) Delivery gap
- (C) Communication gap
- (D) None of the above

57. Gap 5 is :

- (A) Service gap
- (B) Price gap
- (C) Cost gap
- (D) None of the above

58. Service Promotion includes :

- (A) Advertising
- (B) Personal selling
- (C) Digital marketing
- (D) All of the above

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

67. Institutional Markets include :

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

68. Buying Center refers to :

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

69. Initiator is the person who :

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

70. Influencer affects :

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

71. Decider is :

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

72. Buyer is :

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

73. Gatekeeper controls :

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

74. Organizational Buying Process includes :

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

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

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

91. Service Environment is also called :
- (A) Servicescape
 - (B) Landscape
 - (C) Marketspace
 - (D) None of the above
92. Services are :
- (A) Homogeneous
 - (B) Heterogeneous
 - (C) Fixed
 - (D) Durable
93. Quality is measured by :
- (A) Expectations vs. Perception
 - (B) Price
 - (C) Promotion
 - (D) Sales
94. Service delivery depends on :
- (A) Employees
 - (B) Customers
 - (C) Process
 - (D) All of the above
95. Services include :
- (A) Banking
 - (B) Healthcare
 - (C) Education
 - (D) All of the above
96. Customer perception is :
- (A) Objective
 - (B) Subjective
 - (C) Fixed
 - (D) Constant
97. Service Firms focus on :
- (A) Experience
 - (B) Quality
 - (C) Satisfaction
 - (D) All of the above
98. Service Marketing is :
- (A) Product based
 - (B) Experience based
 - (C) Price based
 - (D) None of the above
99. Physical evidence includes :
- (A) Building
 - (B) Equipment
 - (C) Layout
 - (D) All of the above
100. Service Marketing importance is :
- (A) Growing sector
 - (B) Customer focus
 - (C) Economy
 - (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't. 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।