

Model Question of HSC Exam 2015**(English Version)****Subject : Production Management & Marketing 2nd Paper****Time : 3 Hours****Full Marks — 100****Part-A****[Answer any six questions]**

1. What is distribution Channel? Describe different types of distribution Channel? 3+7=10
2. What are the classifications of wholesale business— Describe. 10
3. What is the media of advertisement? What are the factors to be considered in selecting Advertising Media? 3+7=10
4. What is Salesmanship? What are the qualities of a successful salesman? 10
5. What is Marketing? Describe the evolution of Marketing? 10
6. Describe the importance of Marketing functions. 10
7. Define price. Describe the methods of setting price. 10
8. Explain the history of large scale retail Business. 10
9. What is Green Marketing? What are the importance of Green Marketing in Bangladesh? 3+7=10

Part — B**(Answer any 8 Questions)**

10. What is product life cycle? 05
11. Describe the classification of product. 05
12. Show the distribution Channel of Agricultural product. 05
13. What is middlemen? 05
14. Problems of Retail Business in Bangladesh. Mention any five. 05
15. Any five Characteristics of wholesale Business-Describe. 05
16. Difference between advertisement & publicity – Explain. 05

17. What is sales promotion? 05
18. What is Online Marketing? 05
19. Mention five advantages of super market. 05
20. What is Chain Store? 05
21. Difference between sales & marketing—Mention any 5. 05

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