

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2017
(Fifth Semester)

Branch - **COMMERCE (BANKING & INSURANCE)**

MARKETING & MARKETING RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is product?
- 2 Write any two elements of marketing mix.
- 3 What is service marketing?
- 4 What is market segmentation?
- 5 Explain channels of management.
- 6 What is sales promotion?
- 7 Define marketing research.
- 8 What is primary data?
- 9 Define observation.
- 10 What is scaling?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the importance of marketing?
OR
b What do you mean by marketing mix?
- 12 a Explain the important method of price setting.
OR
b Describe the functions of marketing channels.
- 13 a What are the qualities of good salesman?
OR
b State the elements of promotion mix.
- 14 a Write note on secondary data.
OR
b State the features of a good research design.
- 15 a What are the different types of research report?
OR
b Brief the importance of interpretation.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 What is meant by market segmentation? What are the bases for segmentation?
- 17 Explain the kinds of channels of distribution.
- 18 Explain the objectives of Advertising..
- 19 Briefly Explain the precautions taken while writing report..
- 20 Explain the criteria of a good research problem.