

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom(CS) DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – CORPORATE SECRETARYSHIP

DISCIPLINE SPECIFIC ELECTIVE – II MODERN MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Who is the father of Modern Marketing?
 - a. Abraham Maslow Lester
 - b. Wunderman
 - c. Peter Drucker
 - d. Philip Kotler
2. Marketing refers to the _____
 - a. Sale of product
 - b. Goods distribution
 - c. Goods and services are exchanged to each other
 - d. All of the above
3. When the markets are segmented based on Income and age it is called as
 - a. Geographic base segmentation
 - b. Demographic base segmentation
 - c. Behavioural segmentation
 - d. None of the above.
4. A company is practicing _____ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.
 - a. Micromarketing
 - b. niche marketing
 - c. mass marketing
 - d. segment marketing
5. The macro environment includes
 - a. Demographic factors
 - b. Technological factors
 - c. The suppliers
 - d. Both a and b
6. CRM is a business philosophy that aims at maximizing _____ in the long run
 - a. Organization value
 - b. Customer value
 - c. Business value
 - d. Software value
7. Marketing channels consist of:
 - a. Manufacturers, Intermediaries, and End-Users
 - b. Manufacturers, Wholesalers, and Retailers
 - c. Service Providers, Manufacturers, and Advertisers
 - d. Trade barges navigating coastal waters
8. The promotion tool that may include coupons, contests, premiums etc for attracting consumer attraction is best describe as a part of
 - a. Advertising
 - b. Public relations
 - c. Personal selling
 - d. Sales promotion
9. Which of the following is the correct depiction of Digital Marketing?
 - a. E-mail Marketing
 - b. Social Media Marketing
 - c. Web Marketing
 - d. All of the above

Cont...

10. In mobile marketing, the full form of LBS is _____
- a. Location-based service
 - b. List-based service
 - c. Lead-based service
 - d. None of the above

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. a. What is Marketing Research? Explain.
OR
b. State the nature and scope of Marketing.
12. a. Analyse the purpose of market segmentation
OR
b. Discuss the strategies to identify and analyse the market competitors.
13. a. Evaluate the concept of CRM & building loyalty.
OR
b. Discuss the factors that affect the consumer behaviour.
14. a. Explain the different channels of marketing.
OR
b. Analyse the advantages of shopping through internet.
15. a. Explain the concept of digital marketing with examples.
OR
b. Analyse the methods for services marketing.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

16. "Marketing is the central function of an organisation" Analyse.
17. Elucidate the different bases of consumer market segmentation.
18. Enumerate the process of consumer decision making process.
19. Enumerate the different types of advertisements.
20. Analyse the challenges of marketing in the globalized era.

Z-Z-Z

END