

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PGDBM DEGREE EXAMINATION MAY 2024
(First Semester)

Branch – PG DIPLOMA IN BUSINESS MANAGEMENT

CONTEMPORARY MARKETING PRACTICES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

- 1 State the social aspect of marketing
(a) Segmentation (b) Increase demand
(c) low price with high quality (d) offer services
- 2 Name the process of collection and interpretation of information about events affecting organization
(a) environmental scanning (b) sampling
(c) event marketing (d) stake holder analysis
- 3 Which of the following is not an element of marketing mix?
(a) distribution (b) product
(c) positioning (d) pricing
- 4 Identify a marketing terminology where all marketing efforts are channelized towards one well- defined segment of population
(a) market leaders (b) market challengers
(c) market followers (d) market nichers
- 5 Paraphrase a group of products marketed under one brand sold by same company
(a) product family (b) product line
(c) product mix (d) product length
- 6 Recognize a pricing strategy where two or more similar products and services are sold together for one price
(a) price skimming (b) price penetration
(c) price bundling (d) premium pricing
- 7 Quote a strategy that connects directly with the customer in one- on- one setting and focusses on building relationship
(a) sales promotion (b) personal selling
(c) publicity (d) advertisements
- 8 Which is not an activity of Physical distribution?
(a) Warehousing (b) transportation
(c) order processing (d) pricing
- 9 Identify the stage in CRM life cycle where relationship building activity begins.
(a) acquisition (b) retention
(c) conversion (d) loyalty
- 10 Cite a form of marketing focused on creating, publishing and distributing content for target online audience
(a) Green marketing (b) Ethical marketing
(c) Content marketing (d) social media marketing

Cont....

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

- 11.a. Explain the objectives of marketing management
(OR)
b. Explain the functions of marketing research.
- 12.a. Explain the characteristics of buyer behaviour
(OR)
b. Explain the process of personal selling
- 13.a. Narrate the new product development stages with the help of an illustration
(OR)
b. Enumerate the nature of packaging and labelling
- 14.a. Explain the various factors which must be considered while making the channel selection
(OR)
b. Describe the elements of advertising
- 15.a. Explain the concept of CRM life-cycle
(OR)
b. Briefly explain the internet marketing strategies

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

- 16 "Marketing Begins and Ends with the Consumer " – Discuss.
- 17 Discuss the marketing strategies to beat the competitors.
- 18 Examine the pricing policy, methods and strategies for a tourist operator.
- 19 Elucidate the features of indirect marketing.
- 20 Describe the unethical practices in marketing and the measures to rectify it.

Z-Z-Z

END