

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024  
(Sixth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

MARKETING AND MARKETING RESEARCH

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. The main objective of marketing is -----  
i) Increasing sales  
ii) Increasing production  
iii) identify the needs of the consumers  
iv) Increasing profits.
2. Fixing high price initially and reducing it latter is called  
i) Skimming price  
ii) Penetration price  
iii) Administrative price  
iv) Management concept
3. Sales promotion means -----  
i) Advertising  
ii) Personal selling  
iii) Other than personal selling & advertising  
iv) Courtesy
4. Marketing Research is the process of  
i) Aimed at assisting the processes of exchange and physical supply of goods  
ii) Transfer of ownership  
iii) Buying and Assembling  
iv) Gathering, recording and analysis of all facts about any problem relating to the transfer and sale
5. The process of marketing segments of data with symbols, descriptive words, or category names is  
i) concurring  
ii) coding  
iii) colouring  
iv) segmenting

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Outline the features of modern marketing.  
OR  
b Sketch out the concept of product portfolio Matrix.
- 7 a Narrate the objective of pricing.  
OR  
b State the advantages of direct channel.
- 8 a Bring out the good qualities of advertisement copy.  
OR  
b Explain the concept of pre and post testing.
- 9 a Outline the sources of marketing research.  
OR  
b Compare the questionnaire and interview schedule.
- 10 a Explain the concept of coding and editing.  
OR  
b Narrate the uses of interpretation of data.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the functions of marketing.  
OR  
b Categories the product life cycle with chart.
- 12 a Categories the various types of pricing.  
OR  
b Identify the factors influencing in selection of channel.
- 13 a Examine the various techniques of sales promotion.  
OR  
b Elucidate the various kinds of advertising.
- 14 a Examine the techniques of marketing research.  
OR  
b Discuss about the various methods of data collection.
- 15 a Trace out and explain the layout of report.  
OR  
b Identify the steps precautions taken while writing report.

Z-Z-Z

END