

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch - CORPORATE SECRETARYSHIP

MAJOR ELECTIVE COURSE – II
MODERN MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Modern approach to marketing is _____ approach.
(i) Economic (ii) Management
(iii) System (iv) Product
2. Heterogeneity in rural life style is mainly of the geography, varied income levels and _____ of the consumer.
(i) Occupation (ii) Awareness
(iii) Cultural differences (iv) Consumption
3. First stage in the basic model of consumer decision making is _____.
(i) Purchases (ii) Information Search
(iii) Need (iv) Evaluation of Alternatives
4. A _____ represent a chain of business or intermediate through which final buyer purchases a goods or services.
(i) Place (ii) Production
(iii) Distribution Channel (iv) Price
5. Green Marketing is the part of
(i) Social Marketing (ii) Service Marketing
(iii) Relationship Marketing (iv) Rural Marketing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a Distinguish between marketing research and marketing information system.
(Or)
b Explain the impact of Demographic Environment.
7. a Define Market Targeting.
(Or)
b What are the requirements for Effective Segmentation?
8. a What are the consumer decision making process?
(Or)
b What is CRM in marketing?

Cont...

9. a State the function of Wholesaler.
(Or)
b How is internet useful in shopping?
10. a Give a brief account on problem in service marketing.
(Or)
b What is the meaning of industrial market? and what are its types?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a Define the concept of market and explain the factors influencing marketing Concepts.
(Or)
b Define Management Information System and list out its features.
12. a Define market segmentation. State the benefits of market segmentation.
(Or)
b What is market positioning? Describe the various positioning strategies.
13. a Outline the economic factors influencing consumer behavior.
(Or)
b Narrate creation of customer values and satisfaction.
14. a What is channel management and describe the criteria for selection.
(Or)
b Summarise the functions of middlemen.
15. a Explain Service Marketing and its types.
(Or)
b State advantages and disadvantages of Mobile Marketing.

Z-Z-Z

END