

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PG DIPLOMA DEGREE EXAMINATION DECEMBER 2023
(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)

Module No.	Question No.	Question	K Level	CO
1	1	Marketing Services aims at _____ i) Profit making through user's satisfaction ii) Seller satisfaction iii) Profit making iv) Resource utilisation	K1	CO1
	2	Good marketing is no accident, but a result of careful planning and _____ i) Execution ii) Selling iii) Research iv) Strategies	K2	CO2
2	3	Which of the following is not an element of the marketing mix i) Distribution ii) Product iii) Target market iv) Pricing	K1	CO2
	4	The exchange value of a good / service in term of money is _____ i) Product ii) Price iii) Buying iv) Selling	K2	CO2
3	5	Typically Profit is negative in which stage of the product life cycle i) growth ii) maturity iii) Introduction iv) Decline	K1	CO3
	6	_____ are product bought by individuals and organisations for further processing or for use in conducting a business i) consumer products ii) Services iii) Industrial products iv) specialty products	K2	CO3
4	7	This 'p' is not a part of the 7ps of marketing mix? i) Promotion ii) Price iii) Purpose iv) People	K1	CO4
	8	USP is defined as i) unique selling price ii) unique sales preposition iii) unique selling proposition iv) unique strategy promotion	K2	CO4
5	9	CRM technology can help in i) Designing direct marketing efforts ii) Developing new pricing model iii) Processing transaction faster iv) All of the above	K1	CO5
	10	_____ is the fundamental determinant of a Person's wants and behaviour i) culture ii) Attitude iii) value iv) All of the above	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Summarize the importance of marketing research.	K3	CO3
	(OR)			
	11.b.	Describe the various approaches to the study of marketing.		
2	12.a.	Explain the factors influencing consumer behaviour.	K4	CO3
	(OR)			
	12.b.	Elaborate on STP approach.		
3	13.a.	Narrate the new product development stages with the help of an illustration.	K5	CO3
	(OR)			
	13.b.	Enumerate the nature of packaging and labelling.		
4	14.a.	Write a short essay on channel dynamics.	K4	CO3
	(OR)			
	14.b.	Describe the elements of advertising.		
5	15.a.	Explain the concept of CRM life-cycle.	K3	CO3
	(OR)			
	15.b.	Examine the role played by the social media marketing.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Narrate in detail the nature, scope and importance of marketing.	K4	CO1
2	17	Discuss the marketing strategies to beat the competitors.	K5	CO3
3	18	Examine the pricing policy, methods and strategies for a fast-food outlet.	K6	CO4
4	19	Elucidate the features of direct marketing.	K4	CO5
5	20	Describe the unethical practices in marketing and the measures to rectify it.	K5	CO4

Z-Z-Z

END