

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Common to Branches – COMMERCE / e-COMMERCE

MARKETING & 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 Which one of the following is a concentration function?
(i) Buying and assembling (ii) Selling
(iii) Transporting (iv) Storing
- 2 Labels which are exclusively meant for popularising the brand name of the product are
(i) brand labels (ii) grade labels
(iii) descriptive labels (iv) brand insistence
- 3 Which one of the following is not a promotional pricing?
(i) Special event pricing (ii) low interest financing
(iii) cash rebates (iv) freight absorption pricing
- 4 Which one of the following is a source of Primary Data?
(i) Interview Schedule (ii) News Paper
(iii) Journal (iv) Diary
- 5 Identify the Final stage in the Research Process is
(i) Problem formulation (ii) Problem formulation
(iii) Data Analysis (iv) Report Writing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Narrate the features of Modern Marketing.
OR
b. State the benefits of Market segmentation.
- 7 a. Bring out the elements of Branding.
OR
b. Explain the various kinds of packaging.
- 8 a. Analyse the various Pricing Policies.
OR
b. Briefly explain the various kinds of Advertising.
- 9 a. Summarise the advantages of Marketing Research.
OR
b. Explain the various methods of collecting primary data.
- 10 a. Describe the procedure for testing Hypothesis.
OR
b. Pen down the various types of report.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 . Enumerate the various functions of Marketing
- 12 . Discuss the various steps involved in the introduction of a new product.
- 13 . Elucidate the various kinds of Pricing.
- 14 . Analyse the various steps involved in Marketing Research.
- 15 . Examine the various methods of sampling.

Z-Z-Z

END