

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – ECONOMICS

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is planning in functions of marketing? a) Gather information and analyse b) Objectives of the company c) The products needs of the consumer d) Ensuring uniformity in the product	KI	CO1
2	Which one is not a part of the 4Ps? a) People b) Product c) Price d) Place	KI	CO1
3	Find out the introduce new products to world of consumers is the main goal of a) Entertainment b) Advertising c) Boost of the sales d) Online marketing	K1	CO2
4	Which is the best advertisement is..... a) A satisfied customer b) TV c) Print media d) E mail	K1	CO2
5	Which is the most important and first step in the market process? a) Creating customer satisfaction b) Developing marketing strategy c) Implementation and control d) Understanding customer needs	K1	CO3
6	Major telecommunication companies such as Telstra gather an amazing the information as _____ a) Data collecting system b) Marketing Information System c) Market research tool d) None of the above	K2	CO3
7	Which of the following is an example of product research? a) Packing research b) Competitive product studies c) New product acceptance and potential d) All the above	K1	CO4
8	Outline business activity that discovers information of use marketing decisions is... a) Market research b) Market segmentation c) Sales performance d) Product distribution	K2	CO4
9	Which one is following element of the Marketing Mix? a) Product b) Purchase c) People d) Power	K1	CO5
10	Show the term Marketing Mix is first used by..... a) James Cullitin b) Philip Kotler c) J.B.Clark d) Bergson	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Identify the Modern Marketing.	K3	CO1
	(OR)		
11.b.	Classify the characteristics of Marketing Management.	K2	CO1
12.a.	List out the importance of Marketing Communication.	K4	CO2
	(OR)		
12.b.	Distinguish between Salesmanship and Advertising	K4	CO2
13.a.	Construct Features of Marketing Information System.	K3	CO3
	(OR)		
13.b.	Distinguish between Market Information and Marketing Information System.	K4	CO3
14.a.	Explain Marketing Research in India.	K5	CO4
	(OR)		
14.b.	Identify Major Techniques of Marketing Research.	K3	CO4
15.a.	Estimate the Growth of Service Markets.	K5	CO5
	(OR)		
15.b.	Explain the Customer Relationship Management.	K5	CO5

SECTION -C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain the Nature and Scope of Marketing.	K5	CO1
17	Analyse the Factors affecting Pricing Decisions.	K4	CO2
18	Construct the organization of Marketing Information System.	K6	CO3
19	Classify the Scope and Elements of Marketing Research.	K4	CO4
20	Evaluate the Traditional, Modern and New Generation Services.	K5	CO5

Z-Z-Z

END