

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MCom(CS) DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch – **CORPORATE SECRETARYSHIP**

MAJOR ELECTIVE COURSE – II MODERN MARKETING

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 is a) Art b) Science c) Commerce d) Both (a) and (b)	K1	CO1
	2	Greatest drawback of barter system is a) Absence of double coincidence of wants b) Absence of medium and exchange c) Inadequate commodity d) Lack of transportation	K2	CO1
2	3	Lodges segment the market in terms of a) Geographic segmentation b) Demographic segmentation c) Behavioural segmentation d) Psycho graphical segmentation	K1	CO2
	4	Marketing strategy is a _____ type of strategy. a) Business level b) Growth strategy c) Corporate strategy d) Functional strategy	K2	CO2
3	5	Predisposition to behave in a particular way is a) Attitude b) Motivation c) Personality d) None of the above	K1	CO3
	6	The link between the customer loyalty and customer satisfaction is a) Proportional b) Non-proportional c) Unaffected d) Affected	K2	CO3
4	7	Buying for resale is done by a) Wholesaler b) Retailer c) Consumer d) Both (a) and (b)	K1	CO4
	8	Is advertising is waste? a) Yes b) No c) It depends on the results it produces d) Inconclusive	K2	CO4
5	9	Which of the following is not a objectives of service marketing? a) Promoting customer satisfaction b) Building trust c) Establish uniform price d) None of above	K1	CO5
	10	Which of the following is the form of mobile marketing? a) Text b) Voice call c) Graphic d) 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.	Identify the trends in a firm's natural environment.	K3	CO1
	(OR)			
	11.b.	Identify the evaluation of marketing concept.	K4	
2	12.a.	List out the merits of segment marketing.	K1	CO2
	(OR)			
	12.b.	How can market leaders stay ahead of the competition?	K1	
3	13.a.	Discuss the classification of buying motives.	K6	CO3
	(OR)			
	13.b.	Discuss the components of customer value.	K6	
4	14.a.	Discuss the benefits of advertising.	K6	CO4
	(OR)			
	14.b.	Discuss the different types of retailer.	K6	
5	15.a.	Discuss the benefits of mobile marketing.	K6	CO5
	(OR)			
	15.b.	Elaborate the online marketing in rural marketing.	K6	

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	Elaborate the functions of marketing.	K6	CO1
2	17	Elucidate the bases of market segmentation.	K6	CO2
3	18	Discuss the factors influencing consumer buying behaviour.	K5	CO3
4	19	Explain the functions of advertising.	K5	CO4
5	20	Explain the key elements of mobile marketing.	K6	CO5

Z-Z-Z

END