

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025  
(Sixth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

**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 of the following stage is not included in the product life cycle?  
(i) Growth Stage (ii) Maturity Stage  
(iii) Declining Stage (iv) Monetary Stage
- 2 Identify the kind of pricing applied in Luxury Goods  
(i) Odd Pricing (ii) Monopoly Pricing  
(iii) Prestige Pricing (iv) Negotiated Pricing
- 3 Which of the expansion of 'D' in the AIDA Marketing Model?  
(i) Decline (ii) Desire  
(iii) Death (iv) Deprive
- 4 Mention the type of data, 'If a researcher collects data from the farmer'.  
(i) Primary Data (ii) Secondary Data  
(iii) Official Data (iv) Biodata
- 5 Identify the process of identifying and classifying each answer with a numerical score.  
(i) Processing (ii) Editing  
(iii) Analysis (iv) Coding

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a State the elements of Marketing Mix.  
OR  
b Summarise the features of Modern Marketing.
- 7 a Describe the pricing policies are followed in Petrol and Diesel. State why?  
OR  
b State the primary purpose of Distribution.
- 8 a Explain the kinds of Advertising.  
OR  
b Describe the functions of Personal Selling.
- 9 a State the objectives of Marketing Research.  
OR  
b Describe the methods of Data Collection.
- 10 a Summarise the purpose and principles of Editing.  
OR  
b. Explain any one statistical tool applied for your project with analysis and interpretation of data.

Cont...

**SECTION -C (30 Marks)**

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 Enumerate the basis of segmenting the markets.
- 12 Summarise the factors influencing the selection of Channels.
- 13 Discuss the stages involved in the Consumer Buying Process.
- 14 Explain the procedures to be followed while preparing Questionnaire.
- 15 Enumerate the precautions taken while writing report.

Z-Z-Z

END