

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025  
(Fifth Semester)

Branch – 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 What is segmentation in marketing?  
(i) dividing a market into distinct groups  
(ii) combining multiple markets into one  
(iii) creating a new market  
(iv) eliminating a market
- 2 The primary goal of a product planning is  
(i) to increase sales (ii) to reduce costs  
(iii) to meet customer needs (iv) to eliminate competition
- 3 Which of the following is a penetration pricing?  
(i) setting a high price for a product or service  
(ii) setting a low price for a product or service  
(iii) setting a price based on the competition  
(iv) setting a price based on the cost
- 4 \_\_\_\_\_ is the primary objective of marketing research.  
(i) to increase sales  
(ii) to reduce costs  
(iii) to evaluate marketing performance  
(iv) to understand customer needs and preferences
- 5 The purpose of report writing in research is  
(i) to collect data  
(ii) to analyse data  
(iii) to present research findings in a clear and concise manner  
(iv) to design a research study

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Bring out the features of modern marketing.  
OR  
b Explain the emerging trends in marketing.
- 7 a Outline the factors affecting product mix.  
OR  
b Show the steps in new product development.

Cont...

- 8 a Describe the pricing policies.  
OR  
b Narrate the objectives of channels of distribution.
- 9 a Analyze the nature and scope of market research.  
OR  
b State the steps in marketing research process.
- 10 a Sketch the presentation of data.  
OR  
b Prepare the applications of marketing research.

**SECTION -C (30 Marks)**  
Answer any **Three** questions  
**ALL** questions carry **EQUAL** Marks

(3 x 10 = 30)

11. Discuss the requirements of effective market segmentation.
12. Enumerate the factors affecting product mix.
13. Categorize the pricing decision.
14. Elucidate advantages and disadvantages of market research.
15. Identify the methods of sampling design.

Z-Z-Z

END