

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

**MCom DEGREE EXAMINATION MAY 2025**  
(First Semester)

**Common to Branches – COMMERCE/ COMMERCE WITH COMPUTER APPLICATION**

## 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	A place for buying and selling activities is called as _____ a) Market                                      b) Marketing c) Market Research                          d) Market information	K1	CO1
	2	Summarize the Behavioural segmentation is based on: a) Personal characteristics b) Consumer knowledge and usage c) Social class d) Cultural background	K2	CO1
2	3	Tell the Demographic segmentation includes which of the following. a) Age                                              b) Lifestyle c) Personality traits                          d) Buying behaviour	K1	CO2
	4	Explain which segmentation strategy targets a specific group of consumers. a) Mass marketing b) Differentiated marketing c) Niche marketing d) Undifferentiated marketing	K2	CO2
3	5	Which of the following is a part of Advertising? a) Distribution                                      b) Sales promotion c) Brand Image                                      d) Brand equity	K1	CO3
	6	Relate who is the father of modern sales management? a) John Henry Patterson                      b) Paul Hermann c) Robert Louis Stevenson                      d) Thomas J.Watson	K2	CO3
4	7	What is digital marketing? a) Marketing through TV b) Marketing using digital devices and the internet c) Marketing in newspapers d) It helps connect with customers	K1	CO4
	8	Explain the traditional marketing. a)Marketing only on the internet b) Marketing through social media c) Marketing using offline methods d) Company news and promotions	K2	CO4
5	9	What does SEO stand for? a) Search Engine Optimization b) Social Engagement Online c) Secure Electronic Online d) Standard Email Operations	K1	CO5
	10	What is a subject line in an email? a) The main content of the email b) A signature c) The title that grabs attention d) Focusing on a specific audience	K2	CO5

Cont...

**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.	Select the features of Modern marketing.	K3	CO1
	(OR)			
	11.b.	Identify the various components of marketing mix.		
2	12.a.	Classify the different kinds of pricing.	K3	CO2
	(OR)			
	12.b.	Construct the importance of buying motives.		
3	13.a.	Classify the channels of distribution the policies and strategies.	K4	CO3
	(OR)			
	13.b.	Assume the features of personal selling.		
4	14.a.	Distinguish between Net marketing and Traditional marketing.	K4	CO4
	(OR)			
	14.b.	List the scope and importance of E-marketing.		
5	15.a.	Critically evaluate the limitations of web analytics tools.	K5	CO5
	(OR)			
	15.b.	Criticize the growth and potential of mobile advertising.		

**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	Explain in detail the evolution of the marketing concept.	K5	CO1
2	17	Categorizes the different stages of the product life cycle with a diagram.	K4	CO2
3	18	Examine the various types of advertising.	K4	CO3
4	19	Explain the functions of E-marketing.	K5	CO4
5	20	Elaborate the benefits and limitations of E-mail marketing for business.	K6	CO5

Z-Z-Z

END