

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PGDBM DEGREE EXAMINATION MAY 2025
(First Semester)

Branch – PG DIPLOMA IN BUSINESS MANAGEMENT

CONTEMPORARY MARKETING PRACTICES

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	Which of the following is NOT one of the four Ps of the marketing mix? a) Product b) Price c) Place d) Profit	K1	CO1
	2	Show Where do you encounter political factor in the marketing environment? a) Micro b) Macro c) Nano d) Tiny	K2	CO1
2	3	Which of the following is not a role played by a consumer ?. a) Buyer b) Influencer c) Decider d) Caretaker	K1	CO1
	4	Show the term: process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors: a) Market segmentation b) Market targeting c) Market positioning d) Market differentiation	K2	CO1
3	5	Which is not a part of product mix? a) Depth b) Breath c) Consistency d) Length	K1	CO1
	6	Infer the process of creating a unique brand identity in the minds of consumers is known as: a) Branding b) Positioning c) Differentiation d) Promotion	K2	CO1
4	7	Which of the following is NOT a type of promotional activity? a) Advertising b) Public relations c) Sales promotion d) Re-marketing	K1	CO1
	8	Infer the concept of having no middle men for channel of distribution. a) 1 level channel b) 2 level channel c) 3 level channel d) Disintermediation	K2	CO1
5	9	What is the basic principle of CRM? a) 80:20 b) 60:20 c) 50:50 d) 70:30	K1	CO1
	10	Show how do you relate circular economy? a) Re Marketing b) Green marketing c) CRM d) Content marketing	K2	CO1

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.	Show the evolution of various marketing concept.	K2	CO1
		(OR)		
	11.b.	Outline the benefits of marketing research.		
2	12.a.	Illustrate various factors influencing consumer behaviour.	K2	CO2
		(OR)		
	12.b.	Demonstrate simple consumer behaviour model.		
3	13.a.	Analyse various factors to consider before setting price.	K4	CO3
		(OR)		
	13.b.	Examine pricing strategy available for new product.		
4	14.a.	Estimate the benefits of personal selling.	K5	CO4
		(OR)		
	14.b.	Evaluate the functions of marketing channel.		
5	15.a.	Develop socially responsible advertisement for detergent soap.	K6	CO5
		(OR)		
	15.b.	Elaborate the benefits of CRM.		

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 the various elements of marketing environment.	K2	CO1
2	17	Develop various market segmentation strategies for newly launched watch.	K3	CO2
3	18	Construct various stages of product life cycle.	K3	CO3
4	19	Criticize various elements of promotion mix.	K4	CO4
5	20	Discuss the recent developments in marketing.	K6	CO5

Z-Z-Z

END