

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

MCom DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Common to Branches – COMMERCE / COMMERCE WITH COMPUTER APPLICATIONS

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	The process of promoting, selling, and distributing a product is called: a) Selling b) Marketing c) Advertising d) Production	K1	CO1
2	The 4Ps of the marketing mix are _____. a) Product, Price, Place, Promotion b) Plan, Process, People, Position c) Product, Process, Performance, Promotion d) Price, Place, People, Position	K2	CO1
3	The phase when a product is introduced to the market is called: a) Growth b) Decline c) Maturity d) Launch	K1	CO2
4	_____ of the following explains a factor that influences consumer behavior. a) Price b) Color c) Motivation d) Size	K2	CO2
5	The personal interaction between a salesperson and a customer to influence purchase is called: a) Personal selling b) Advertising c) Promotion d) Marketing	K1	CO3
6	Social Media Marketing primarily aims to: a) Manufacture products b) Conduct audits c) Print brochures d) Engage customers	K2	CO3
7	The earliest form of marketing that existed before digital marketing is called: a) Global Marketing b) Traditional Marketing c) Direct Marketing d) Mobile Marketing	K1	CO4
8	The main goal of a digital marketing strategy is to: a) Increase factory output b) Hire more employees c) Reach customers online d) Reduce product quality	K2	CO4
9	The process of analyzing consumer opinions and discussions on online platforms is called: a) Influence Analytics b) Gamification c) Affiliate Marketing d) Search Engine Optimization	K1	CO5
10	_____ companies use Gamification in marketing. a) To reduce customer participation b) To increase consumer motivation and engagement c) To replace online advertising d) To control social media content	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Explain the concept of market segmentation and describe its benefits and methods in marketing with suitable examples.	K2	CO1
	(OR)		
11.b.	Describe the nature, importance, and scope of marketing in modern business organizations with examples.		
12.a.	Illustrate the stages of the buying process using a real-life example of a consumer purchasing a new smartphone.	K3	CO2
	(OR)		
12.b.	Demonstrate how brand positioning and packaging can impact consumer perception and buying behavior using a fast-moving consumer goods (FMCG) product as an example.		
13.a.	Analyze the differences between personal selling and sales promotion techniques. Which situations are best suited for each method and why?	K4	CO3
	(OR)		
13.b.	Differentiate between various types of channels of distribution and analyze their effect on product availability and customer satisfaction.		
14.a.	Assess the advantages and drawbacks of E-marketing compared to traditional marketing methods in today's competitive business environment.	K5	CO4
	(OR)		
14.b.	Justify the importance of developing a well-defined digital marketing strategy for small and medium enterprises.		
15.a.	Evaluate the effectiveness of word-of-mouth marketing versus peer reviews in influencing consumer purchasing decisions with examples.	K5	CO5
	(OR)		
15.b.	Critically analyze how mining consumer-generated media can provide actionable insights for marketing professionals with examples.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain the elements of the marketing mix and describe how each element influences customer satisfaction and business success. Provide examples to support your answer.	K2	CO1
17	Apply the concept of consumer behavior to design a marketing strategy for an online clothing store, considering factors influencing online consumer decisions and potential buying issues.	K3	CO2
18	Analyze the effectiveness of various online advertising methods in influencing consumer buying behavior. Support your analysis with relevant examples.	K4	CO3
19	Design a comprehensive digital marketing campaign for a new product launch using multiple online channels. Justify how your campaign will achieve brand awareness and customer engagement.	K6	CO4
20	Develop an innovative gamification-based marketing strategy for an online brand. Explain how your strategy motivates consumers, encourages participation, and provides actionable insights through influence analytics.	K6	CO5