

# **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

$$(10 \times 1 = 10)$$

Cont.

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$ 

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.  (OR)	K2	CO1
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.  (OR)	K3	CO2
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?  (OR)	K4	CO3
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.  (OR)	K5	CO4
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.  (OR)	K5	CO5
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

 $(3 \times 10 = 30)$ 

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