

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

**MCom(CS) DEGREE EXAMINATION DECEMBER 2025**  
**(Third Semester)**

## Branch – **CORPORATE SECRETARYSHIP**

## **MAJOR ELECTIVE COURSE – II : MODERN MARKETING**

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 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyse components of marketing environment.  (OR)	K4	CO1
	11.b.	Distinguish between selling and marketing.		
2	12.a.	Examine the pros and cons of concentrated marketing.  (OR)	K4	CO2
	12.b.	Analyze the importance of competitive analysis.		
3	13.a.	List the significance of consumer behaviour.  (OR)	K4	CO3
	13.b.	Examine the important tips for increasing customer value.		
4	14.a.	Compile the functions of physical distribution.  (OR)	K6	CO4
	14.b.	Discuss the classification of channels of distribution.		
5	15.a.	Explain the features of rural marketing.  (OR)	K5	CO5
	15.b.	Determine the different forms of digital marketing.		

**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	Evaluate the changing concept of marketing.	K5	CO1
2	17	Distinguish between market segmentation and product differentiation.	K4	CO2
3	18	Elaborate the process of consumer decision making behaviour.	K6	CO3
4	19	Explain the different methods of personal selling.	K5	CO4
5	20	Compose with regard to FMCG products green marketing strategies.	K6	CO5