

**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 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which one of the following is concentration function? a) Buying and assembling                      b) Selling c) Transporting                                      d) Storing	K1	CO1
	2	Physical environment includes a) Cultural values b) Government intervention c) Changing technologies d) Natural resources	K2	CO1
2	3	Name the segmentation where People exhibit different life styles and they express them through the products, they use? a) Geographic segmentation b) Demographic segmentation c) Psycho graphical segmentation d) Behavioural segmentation	K1	CO2
	4	Which one of the following is not considered a commonality to the concept of strategy? a) Purpose    b) Perspective c) Pattern    d) Position	K2	CO2
3	5	Who is the last one to adopt the new product? a) Last adopter                                      b) Early majority c) Laggard    d) Innovation	K1	CO3
	6	What is the totality of characteristics and features of a service or product that bear on its ability to satisfy implied or stated needs. a) Quality    b) Satisfaction c) Value     d) Loyalty	K2	CO3
4	7	Who is retailer's salesman? a) Indoor salesman                                      b) Outdoor salesman c) Both (a) and (b)                                      d) None of the above	K1	CO4
	8	Label Selling goods/Service through internet a) Green marketing                                      b) E-business c) Social marketing                                      d) Meta marketing	K2	CO4
5	9	Service marketing become difficult because of ..... a) Intangibility b) No demand c) More computer market d) Difficult is enter market	K1	CO5
	10	Green marketing is a part of a) Social marketing b) Service marketing c) Relationship marketing d) Rural marketing	K2	CO5

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.	K4	CO1
	(OR)			
	11.b.	Distinguish between selling and marketing.		
2	12.a.	Examine the pros and cons of concentrated marketing.	K4	CO2
	(OR)			
	12.b.	Analyze the importance of competitive analysis.		
3	13.a.	List the significance of consumer behaviour.	K4	CO3
	(OR)			
	13.b.	Examine the important tips for increasing customer value.		
4	14.a.	Compile the functions of physical distribution.	K6	CO4
	(OR)			
	14.b.	Discuss the classification of channels of distribution.		
5	15.a.	Explain the features of rural marketing.	K5	CO5
	(OR)			
	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

Z-Z-Z

END