

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

Branch- **ECONOMICS**

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.	Which one is the main objectives of marketing? (a) Increasing profit (b) Increasing sales (c) Increasing price (d) Increasing human wants	K1	CO1
2.	Which is the effective marketing technique require? (a) Proper pricing (b) CustomizedProducts (c) Effective procedures (d) All the above	K1	CO1
3.	Which period in India was considered as the worst period for marketing in India? (a) Before Independence (b) After Independenc (c) 20 th Century (d) All the above	K1	CO2
4.	Identify Direct marketing means..... (a) Cold calls (b) Salespresentation (c) Face-to-face selling (d) All the above	K2	CO2
5.	What is the term used for a person who purchase product or service ? (a) Producer (b) Customer (c) Marketing staff (d) Marketing manager	K1	CO3
6.	Major telecommunication companies such as Telstra do _____ (a) Collect data (b) Marketing Information System (c) Market research tool (d) None of the above	K1	CO3
7.	Which of the following is an example of product research? (a) Packing research (b) Competitive product research (c) New product acceptance and potential (d) All the above	K1	CO4
8.	Which one is included in the research consumer survey? (a) Survey of wants and desire of consumers (b) Market status (c) Total cost (d) Advertising medium	K1	CO4
9.	Identify the constituents of integrated marketing _____ (a) Price (b) Communication (c) Products and services (d) All the above	K2	CO5
10.	Outline the term Rural Marketing means..... (a) Movement of goods urban to rural (b) Movement of goods rural to urban (c) Exchange between rural and urban (d) All the above	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)	List out the various types of Marketing.	K4	CO1
	(OR)		
b)	Classify Principles of Marketing Management.	K2	
12. a)	List out the importance of Marketing Communication.		
	(OR)	K4	CO2
b)	Define Salesmanship in Marketing Communication.		
13. a)	What are the Uses of Marketing Information System?	K3	CO3
	(OR)		
b)	What are the needs for Marketing Information System?	K4	
14. a)	Explain the Major Techniques of Marketing Research.	K3	CO4
	(OR)		
b)	Choose the Elements of Marketing Research.	K3	
15. a)	Analyse Social Media Marketing.	K4	CO5
	(OR)		
b)	Explain Rural Marketing.	K5	

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16.	Discuss about the functions and characteristics of Marketing Management.	K6	CO1
17.	Elaborate product planning and functions.	K6	CO2
18.	Explain components of Marketing Information System.	K5	CO3
19.	Marketing Research Agencies in India.- Explain.	K5	CO4
20.	Analyse Green Marketing.	K4	CO5