

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(Fourth Semester)

Branch – CATERING SCIENCE & HOTEL MANAGEMENT

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 If the market demand curve for a commodity has a negative slope then the market structure must be
 - (i) perfect competition.
 - (ii) Monopoly.
 - (iii) imperfect competition.
 - (iv) The market structure cannot be determined from the information given.
- 2 Marginal revenue is equal to price for which one of the following types of market structure?
 - (i) Monopoly
 - (ii) Perfect competition
 - (iii) Monopolistic competition
 - (iv) Oligopoly
- 3 The study of human population in terms of size, density, age, gender and other statistics is called...
 - (i) Demography
 - (ii) Geothermy
 - (iii) Ethnography
 - (iv) None of the above
- 4 Which of the following is not required for effective market segmentation?
 - (i) accessibility
 - (ii) viable
 - (iii) differentiation
 - (iv) all the above
- 5 The warning label on a pack of cigarettes is included to
 - (i) promote the product
 - (ii) satisfy the legal requirements
 - (iii) encourage the proper use of the product
 - (iv) position the product
- 6 ----- furnishes information about the product attributes & quality.
 - (i) Product label
 - (ii) Real label
 - (iii) graded label
 - (iv) descriptive label
- 7 The retail supply chain does not include
 - (i) Manufacturer
 - (ii) regulator
 - (iii) retailer
 - (iv) wholesaler
- 8 The channel alternative is not to be assessed on the basis of
 - (i) economic criteria
 - (ii) control criteria
 - (iii) adaptive criteria
 - (iv) accumulation criteria
- 9 Which media is useful for filtrate customers?
 - (i) print media
 - (ii) broadcast media
 - (iii) transit media
 - (iv) hoardings / posters
- 10 Personal selling is not targeted to -----
 - (i) mass audience
 - (ii) quick feedback
 - (iii) personal contact
 - (iv) two way communication

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Classify markets based on time and explain.
OR
b What are the conditions based on which markets are classified?
- 12 a Explain the basis of market segmentation.
OR
b Discuss the criteria for successful segmentation.
- 13 a Explain the four main parts of product mix.
OR
b Enumerate the stages of Product Life Cycle.
- 14 a Explain the factors to be followed while pricing new products.
OR
b Analyse the various channels of distribution.
- 15 a Define promotion mix and explain its elements.
OR
b What are the advantages of sales promotion?

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Elucidate on the various classification of markets.
- 17 Enumerate on the various segmentation of markets.
- 18 Elucidate the factors influencing product mix.
- 19 Analyze the factors affecting the pricing decision.
- 20 Enumerate on the qualities of good advertisement copy.

Z-Z-Z

END