

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

**BCom DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)**

Common to Branches – **COMMERCE / E-COMMERCE**

MARKETING & MARKETING RESEARCH

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 Marketing Mix? a) Product b) Planning c) Coordination d) Controlling	K1	CO1
	2	Show the term market derived from a) Arabic word b) English Word c) French word d) Latin word	K2	CO1
2	3	Which one of the following stages of Product Life Cycle ? a) 4 b) 5 c) 2 d) 3	K1	CO2
	4	Which of the following is the first stage of New product Development a) Idea b) Introduction c) Growth d) Screening	K2	CO2
3	5	Pricing method based on customer value is known as a) Cost Based Pricing b) Demand Based Pricing c) Competition Based Pricing d) Value Based Pricing	K1	CO3
	6	A System of selling goods directly to customers through network of self employed people a) Multi level marketing b) Whole sale marketing c) Vertical marketing d) Retail marketing	K2	CO3
4	7	Marketing research process starts with a) Initial search of secondary data b) Defining research objectives c) Collecting data d) Designing primary data collection samples	K1	CO4
	8	What is exploratory research a) Research conducted for a problem that is not yet fully defined b) Research to evaluate brand effectiveness c) Method of research that focuses on long free-form interviews d) None of these	K2	CO4
5	9	When we use data collected by someone else that already existed is called a) Tertiary data b) Primary data c) Secondary data d) Original research	K1	CO5
	10	Which type of research is used to define problems and suggest hypotheses? a) Descriptive research b) Primary research c) Secondary research d) Casual research	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.	Explain the Scope of Marketing.	K2	CO1
	(OR)			
	11.b.	Discuss the Concept of Marketing Mix.		
2	12.a.	Sketch out the different types of Branding.	K3	CO2
	(OR)			
	12.b.	Examine the various types of Packaging.		
3	13.a.	Outline about the different types of Channels of Distribution.	K4	CO3
	(OR)			
	13.b.	Examine the Need for Promotion Management.		
4	14.a.	Summarise the Objectives of Marketing Research.	K2	CO4
	(OR)			
	14.b.	Discuss about the different types of Research.		
5	15.a.	Explain the Probability methods of sampling.	K4	CO5
	(OR)			
	15.b.	Explain the different types of Hypothesis.		

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	Sketch out Functions of Marketing .	K3	CO1
2	17	Determine process involved in New Product Development.	K3	CO2
3	18	Identify the various factors affecting the Pricing.	K4	CO3
4	19	Determine the Process of Marketing Research.	K5	CO4
5	20	Organize the different Applications of Marketing Research.	K3	CO5

Z-Z-Z

END