

**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)**

**SECTION A (10 MARKS)**

**ALL** questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Cont...

**SECTION - B (35 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the Scope of Marketing.  (OR)	K2	CO1
	11.b.	Discuss the Concept of Marketing Mix.		
2	12.a.	Sketch out the different types of Branding.  (OR)	K3	CO2
	12.b.	Examine the various types of Packaging.		
3	13.a.	Outline about the different types of Channels of Distribution.  (OR)	K4	CO3
	13.b.	Examine the Need for Promotion Management.		
4	14.a.	Summarise the Objectives of Marketing Research.  (OR)	K2	CO4
	14.b.	Discuss about the different types of Research.		
5	15.a.	Explain the Probability methods of sampling.  (OR)	K4	CO5
	15.b.	Explain the different types of Hypothesis.		

**SECTION -C (30 Marks)**Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks $(3 \times 10 = 30)$ 

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