

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

**BCom DEGREE EXAMINATION MAY 2026
(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	When Segmentation is done based on product is called a. Demographic b. Geographic c. Socio Economic d. Product	K1	CO1
	2	Show the Concept of Marketing is a. Product Orientation b. Sales Orientation c. Customer Orientation d. All the above	K2	CO1
2	3	Relate to the important functions of Branding is a. Product identify b. Low Price c. Advertising d. None of the above	K1	CO2
	4	Translate the Need for Packaging includes a. Pasting Label b. Protect goods c. Easy Handling d. All the above	K2	CO2
3	5	Show the Objectives of Pricing is a. Return on Investment b. Less price c. More Competition d. None of the above	K1	CO3
	6	Outline the important Objectives of Sales Promotion is a. Increase sales b. High price c. Less sales d. Less price	K2	CO3
4	7	Recall to the advantages of Marketing Research includes a. Evaluation study b. Inter firm comparison c. Sales Forecasting d. All the above	K1	CO4
	8	Show the Researcher collected data originally for the purpose of a. Primary data b. Secondary data c. Questionnaire d. Sampling	K2	CO4
5	9	Relate to the Essentials of sampling includes a. Random sampling b. Size of sample c. Selection of sample d. All the above	K1	CO5
	10	Show the Non Probability Sampling includes a. Judgment b. Simple Random c. Systematic d. Stratified	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 Features of Modern Marketing.	K2	CO1
	(OR)			
	11.b.	Show the Components of Marketing Mix.		
2	12.a.	Identify the Nature of Product Planning.	K3	CO2
	(OR)			
	12.b.	Extent the Concept of Product Mix .		
3	13.a.	Inspect the Nature of Personal Selling.	K4	CO3
	(OR)			
	13.b.	Examine the different Kinds of Pricing .		
4	14.a.	Show the Scope of Marketing Research.	K2	CO4
	(OR)			
	14.b.	Translate the Functions of Marketing Research.		
5	15.a.	Estimate the different methods of Sampling.	K5	CO5
	(OR)			
	15.b.	Evaluate the Ethical Issues in Marketing Research .		

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	Develop the Importance of Marketing .	K3	CO1
2	17	Identify the different Stages of Product Life Cycle.	K3	CO2
3	18	Inspect the various methods of Sales Promotion.	K4	CO3
4	19	Determine the different advantages of Marketing Research.	K5	CO4
5	20	Organize the various types of Report Writing.	K3	CO5

Z-Z-Z

END