

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – COMMERCE (RETAIL MARKETING)

MARKETING MANAGEMENT

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	Modern marketing aims to create a "customer value triad," which consists of i) Product, Price, Place ii) Quality, Service, Price iii) Promotion, People, Process iv) Need, Want, Demand	K1	CO1
	2	What is the primary focus of modern marketing? i) Selling products ii) Increasing production iii) Customer satisfaction iv) Maximizing profit through sales volume	K2	CO1
2	3	A company's product mix consists of all the product lines and items which a particular seller offers for sale. This is referred to as i) Product Line ii) Product Mix iii) Product Depth iv) Product Consistency	K1	CO2
	4	The total number of items in a product mix is called its i) Width ii) Depth iii) Length iv) Consistency	K2	CO2
3	5	Which of the following is considered the first step in the marketing process? i) Pricing ii) Selling iii) Segmentation iv) Assembling	K1	CO3
	6	Dividing a market based on consumer knowledge, attitudes, uses, or responses to a product is known as i) Demographic segmentation ii) Behavioral segmentation iii) Psychographic segmentation iv) Geographic segmentation	K2	CO3
4	7	Industrial products are classified based on: i) Consumer purchasing habits ii) The state at which they are bought by customers iii) Emotional satisfaction iv) None of the above	K1	CO4
	8	Which of the following is considered a characteristic of industrial products? i) High volume of personal selling ii) Many small buyers iii) Impulse purchasing iv) Lower cost of distribution	K2	CO4
5	9	What is the primary goal of integrating AI into sustainable marketing strategies? i) To maximize short-term profits through aggressive targeting. ii) To optimize resources, reduce waste, and meet consumer needs responsibly. iii) To replace all human marketers with automated systems. iv) To increase production speed regardless of environmental impact.	K1	CO5

Cont...

5	10	Which AI-related practice poses a major risk to user privacy if not properly managed? i) Data encryption during transmission. ii) Data anonymization before analysis. iii) Data aggregation and sharing without adequate consent. iv) Using AI to optimize energy usage.	K2	CO5
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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.	Examine the importance of marketing.		
2	12.a.	Discuss the objectives of sales promotion.	K3	CO2
	(OR)			
	12.b.	Outline the Kinds of Pricing.		
3	13.a.	Explain the different methods of segmenting a market.	K4	CO3
	(OR)			
	13.b.	What are the basic elements of segmentation?		
4	14.a.	What are the advantages of branding to manufacturers, sellers and consumers?	K3	CO4
	(OR)			
	14.b.	Discuss the classification of consumer products.		
5	15.a.	Interpret the sustainable and ethical marketing.	K4	CO5
	(OR)			
	15.b.	What is the difference between augmented reality (AR) and virtual reality (VR)?		

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	Enumerate the various functions of marketing.	K4	CO1
2	17	Elucidate the factors affecting pricing decisions.	K5	CO2
3	18	Illustrate the various kinds of channels of distribution.	K4	CO3
4	19	Illustrate the various marketing strategies of Industrial Products.	K5	CO4
5	20	Analyse the seven main types of AI marketing.	K6	CO5

Z-Z-Z

END