PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – ECONOMICS

MARKETING MANAGEMENT

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1 Marketing is a process which aims at _____.
   (i) Production   (ii) Profit – Making
   (iii) The satisfaction of customer needs   (iv) Selling products

2 _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.
   (i) Personal selling   (ii) Public relations
   (iii) Direct marketing   (iv) Sales promotion

3 Which one of the following is not a prerequisite for a good MIS?
   (i) Database   (ii) Support from staff
   (iii) Control and maintenance of MIS   (iv) MIS executives

4 The first step in marketing research is to _____.
   (i) Collect the data
   (ii) Identify and define the problem
   (iii) Develop the process for data collection
   (iv) Analyse and report the data

5 _____ is the main reason for difficult in service marketing.
   (i) Separability   (ii) Availability
   (iii) Demand supply Gap   (iv) Intangibility

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6 a   Discuss the scope of marketing management.
                        OR
   b   State the characteristics of marketing.

7 a   Enumerate the importance of effective communication in business.
                        OR
   b   Show the elements of marketing communication.

8 a   Show the uses of marketing information system.
                        OR
   b   Explain the features of marketing information system.

9 a   Sketch the different types of problems in marketing research.
                        OR
   b   Explain the important functions of market research agencies in India.

10 a   Formulate the role of services in modern economy.
                        OR
   b   Predict the distinctive characteristics of services.

Cont...

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11 a Discuss the principles of marketing management.

OR

   b Elucidate the types of marketing.

12 a Develop the stages of marketing communication process.

OR

   b Explain the role of marketing communication in brand building.

13 a Predict the differences between market information and marketing information system.

OR

   b Analyse the components of marketing information system.

14 a Evaluate the major techniques of marketing research.

OR

   b Classify the different types of marketing research.

15 a Enumerate the key characteristics of pricing in services.

OR

   b Determine the problems of service organization.

Z-Z-Z   END