

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – CATERING SCIENCE & HOTEL MANAGEMENT

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Marketing is called a ___ process because it involves interaction of buyers and sellers.
(i) Economic (ii) Social (iii) Legal (iv) Political
2. With which element is exchange mechanism related?
(i) Publicity (ii) Marketing (iii) Advertising (iv) Branding
3. Which one of the following is not a marketing mix?
(i) Product (ii) Physical distribution
(iii) Product pricing (iv) Production process
4. ___ is said to be the lubricant that facilitates the operation of marketing machine
(i) Branding (ii) Packaging (iii) Finance (iv) Publicity
5. ___ involves designing and producing container or wrapper of the product.
(i) Marketing (ii) Selling (iii) Advertising (iv) Packaging
6. ___ is the final stage of Product Life Cycle.
(i) Introduction (ii) Growth (iii) Decline (iv) Maturity
7. ___ ensures that products reach the ultimate customers from the manufacturers.
(i) Selling (ii) Marketing
(iii) Physical distribution (iv) Sales promotion
8. Which one of the following factors is not relevant to price fixation?
(i) Obtaining market leadership (ii) Age of an organisation
(iii) Value for money (iv) Product differentiation
9. ___ is the marketing function which is concerned with informing the customers about the firm's products.
(i) Transportation (ii) Selling (iii) Advertising (iv) Public Relations
10. Which one of the following promotion tools has mass reach?
(i) Advertising (ii) Personal selling (iii) Sales promotion (iv) Public relations

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a) Trace the evolution of markets.
OR
b) Examine the different functions of marketing.
12. a) Explain the criteria for successful segmentation.
OR
b) What are the benefits enjoyed after segmenting the markets?
13. a) Write about product planning for new products.
OR
b) Describe the elements of product policy.

Cont...

14. a) Discuss the various pricing policies
OR
b) What are the factors that determine the channel of distribution?
15. a) State the different kinds of promotion.
OR
b) List down the qualities of a Good Advertisement Copy.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Is marketing an art or science? Explain briefly.
17. Discuss analytically various elements of uncontrollable variables.
18. Suggest the appropriate marketing strategies for each of the stage of the Product Life Cycle.
19. Describe briefly about the factors that affect pricing decision.
20. Narrate the different media for advertising and the factors determine while selecting the media.

Z-Z-Z

END