

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

**BCA DEGREE EXAMINATION MAY 2022
(Fourth Semester)**

Branch – **COMPUTER APPLICATIONS**

PRINCIPLES OF MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 x 1 = 10)

1. The emphasis in marketing is on the identification and satisfaction of

(i) Market needs	(ii) customer needs
(iii) supplier needs	(iv) none of the above
2. Which is not the merchandising function of marketing?

(i) Buying and Assembling	(ii) Standardization and grading
(iii) Storing of raw material	(iv) Product planning and development
3. Reaction of a consumer towards a product a service while taking decision to buy or not to buy it is known as-----

(i) consumer needs	(ii) consumer eagerness
(iii) consumer rationality	(iv) Consumer buying behavior
4. The Main object of market segmentation is -----

(i) Grouping of customers	(ii) Grouping of dealers
(iii) Grouping of producers	(iv) Grouping of manufactures
5. Product line refers to -----

(i) specific product	(ii) Group of different products
(iii) Group of product that are closely related	(iv) All the above
6. Which of the following is the first step in product Development process-----?

(i) Creation of New product ideas	(ii) Screening of the ideas
(iii) Business Analysis	(iv) None of the above
7. Prestige price policy method is applied in-----

(i) Essential goods	(ii) Comfort goods
(iii) Luxury goods	(iv) None of these
8. A psychological pricing policy of setting prices on the basis of tradition is-----

(i) Prestige pricing	(ii) Offset pricing
(iii) Customary pricing	(iv) odd even pricing
9. Distribution of free samples, coupons, free gifts and trade fairs come in the category of -----

(i) Clearance of old stock	(ii) Advertisement
(iii) Attracting new customers	(iv) Sales promotion activities
10. Conversation with customers, demonstration of goods removal of customer's doubts etc. are the part of -----

(i) Advertisement	(ii) Sales promotion
(iii) Personal selling	(iv) After sale service

SECTION - B (35 Marks)

Answer **ALL** Questions

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

11. A. Explain the importance of Marketing.
(OR)

B. Explain the features of modern marketing.

Cont...

12. A. Explain the determinants of consumer buying behavior.

(OR)

B. What are the benefits of Market segmentation?

13. A. Write about the significance of product Planning.

(OR)

B. Outline the advantages of Product life cycle.

14. A. What are the objectives of pricing?

(OR)

B. Explain about various pricing policies.

15. What are the objectives of advertising?

(OR)

B. Explain the kinds of personal selling.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

16. Explain the Factors influencing modern marketing concept.

17. Explain the Types of market segmentation.

18. Discuss about various stages of Product life cycle.

19. Explain the factors affecting pricing decisions.

20. Discuss the various methods of sales promotion.

Z-Z-Z END