

Exam Date & Time: 28-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BCom DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - COMMERCE

CORE ELECTIVE - II - MARKETING AND MARKETING RESEARCH [14COU26A]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) Define Marketing. (2)
- 2) Why do firms and consumers indulge in marketing? (2)
- 3) What is physical distribution of goods and services? (2)
- 4) Why price is important? (2)
- 5) Explain "Brand Name" (2)
- 6) What is meant by Advertising? (2)
- 7) What is research on product? (2)
- 8) What do you mean by stratified random sampling? (2)
- 9) What is meant by coding? (2)
- 10) Expand it: SPSS. (2)

SECTION B

Answer all the questions.

- 11) Give the important features of marketing. (5)
 - a) [OR] What are the various elements of marketing mix? (5)
 - b)
- 12) What are the components of physical distribution? (5)

- a)
[OR] What are the rights of consumers? (5)
b)
- 13) What are the merits of sales promotion? (5)
- a)
[OR] Give the importance of personal selling to businessman. (5)
b)
- 14) How is a good questionnaire prepared? (5)
- a)
[OR] What are the advantages of observational method of collection of data? (5)
b)
- 15) What are the precaution to be taken while taking report? (5)
- a)
[OR] How to analysis of data? (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Explain the various functions of marketing. (10)
- 17) Explain the factors affecting price determination. (10)
- 18) Examine the important functions of advertising. (10)
- 19) Enumerate the various steps involved in marketing research. (10)
- 20) Discuss the various statistical tools used for analysis and interpretation of data. (10)

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