

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

**BCOM DEGREE EXAMINATION DECEMBER 2019~
(Sixth Semester)**

Branch - **COMMERCE**

CORE ELECTIVE - II
MARKETING AND MARKETING RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is secondary market?
- 2 What do you mean by modern marketing?
- 3 Why study consumer behaviour?
- 4 What is pricing?
- 5 What is product advertising?
- 6 What is meant by personal selling?
- 7 What is market research?
- 8 What is meant by secondary data?
- 9 Define report writing.
- 10 What do you understand by data analysis?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a State the features of modern marketing.
OR
b What is meant by product life cycle? Explain its concepts with examples.
- 12 a State the various types of buying motives.
OR
b What are the factors influencing pricing? .
- 13 a What are the kinds of media?
OR
b State the significance of rural markets.
- 14 a What are the sources of primary data?
OR
b State the significance of research report.
- 15 a What are the precautions to be taken while writing report?
OR
b What are statistical tools used for analysis of data?

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Examine the factors that are to be taken into account while introducing a new product illustrate your answer.
 - 17 Explain the types of pricing.
 - 18 -‘Advertising is wasteful’ do you agree? Explain.
 - 19 Discuss the types of sampling.
- on -Report writing is more an art that hinges upon practice and experience” Discuss.