

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2019
(Second semester)

Branch - **COMMERCE (RETAIL MARKETING)**

MARKETING MANAGEMENT

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 standardization?
- 2 Give the meaning of id.
- 3 What is meant by product line?
- 4 Define brand name.
- 5 What is the purpose of promotion?
- 6 Who is a creative salesman?
- 7 What is yellow goods?
- 8 Define industrial marketing.
- 9 What is advertising research?
- 10 What is primary data?

/. **SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Explain the features of modern marketing.
OR
b Bring out the factors to be considered in buying.
- 12 a Write a note on the functions of branding.
OR
b What are the internal factors that affect the pricing decisions?
- 13 a List out the kinds of promotion.
OR
b What are the features of salesmanship?
- 14 a Explain the kinds of services.
OR
b Describe the product planning for consumer goods.
- 15 a What is the need for marketing research?
OR
b Bring out the importance of motivation research.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the basis of market segmentation in detail.
- 17 Elaborately discuss on the product life cycle.
- 18 Discuss on various kinds of salesmen.
- 19 Explain the characteristics of services.
- 20 Explain the marketing research process in detail.