

Exam Date & Time: 01-Oct-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

**MCom(CS) DEGREE EXAMINATION MAY 2020
(Fourth Semester)**

Branch - CORPORATE SECRETARYSHIP

DISCIPLINE SPECIFIC ELECTIVE - II - MODERN MARKETING [18CSP22A]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) Deployment of enterprise resources to capitalize on technologies for reaching specific objectives
 - (i) Performance metrics
 - (ii) Business mode
 - (iii) E-business strage
 - (iv) None of these

(1)

- 2) The practice of discourage consumers from buying is
 - (i) Demarketing
 - (ii) Metamarketing
 - (iii) Remarketing
 - (iv) Overmarketing

(1)

- 3) Customers who show on loyalty to any brand are
 - (i) Hard core loyals
 - (ii) Split loyals
 - (iii) Shifting loyals
 - (iv) Switchers

(1)

- 4) People exhibit different life styles and they express them through the products they use
 - (i) Psychographic characteristics
 - (ii) Demographic characteristics
 - (iii) Geographic variables
 - (iv) Socio – economic characteristics

(1)

- 5) When the product is not worth its price, some risks arise, they are
 - (i) Financial risks
 - (ii) Reliability risks
 - (iii) Remarketing
 - (iv) Durability risks

(1)

- 6) Which one of the following is the marketing controlled source of information for the decision maker
 - (i) Mass media
 - (ii) Consumer rating organization

(1)

- (iii) Reference groups
(iv) In store signs
- 7) A marketing channel in which manufacturing and successive stages of distribution
(i) Vertical marketing system
(ii) Horizontal marketing system
(iii) Corporate marketing system
(iv) Contractual marketing system (1)
- 8) Departmental stores and fast food restaurants are
(i) Full service stores
(ii) Semi-service stores
(iii) Self service stores
(iv) Non-store retailing (1)
- 9) The device which brings together many catalogue companies to create a new searchable database of products for buyers
(i) Cataloger aggregator
(ii) E-catalogue
(iii) ERP
(iv) Community building (1)
- 10) The product quality and durability along with suitability may come under the category of
(i) Fitness
(ii) Warranty and service
(iii) Product risk
(iv) Standard (1)

SECTION B

Answer all the questions.

- 11) Explain the sources of information for MIS? (7)
- a)
[OR] State the limitations of marketing research? (7)
b)
- 12) Show the benefits of marketing segmentation? (7)
- a)
[OR] State the features of Niche Marketing. (7)
b)
- 13) Discuss the needs for studying consumer behavior? (7)
- a)
[OR] Explain the process of measuring customer satisfaction. (7)
b)
- 14) Discuss the features of marketing channels? (7)

- a)
[OR] Explain the advantages of internet advertisement. (7)
b)
- 15) State the features of marketing of service. (7)
- a)
[OR] Explain the problems in Rural marketing. (7)
b)

SECTION C**Answer 3 out of 5 questions.**

- 16) Determine the need for marketing information system. (10)
- 17) Elucidate market segmentation procedure. (10)
- 18) Criticize the consumer decision making process. (10)
- 19) "The middlemen can be eliminated but his functions cannot" – Discuss. (10)
- 20) Assess the reasons for the slow growth of consumer movement in India. (10)

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