

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2018
(First Semester)

Branch - COMMERCE

MARKETING & MARKETING RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION -A (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 1 a What is 'marketing concept'? Distinct features of the marketing concept,
OR
b Explain how changes in demographic environment affect marketing decisions.
- 2 a Distinguish between market segmentation and product differentiation.
OR
b 'Salesmen are born and not made'. Discuss.
- 3 a What do you understand by channels of distribution? Explain the factors determining the choice of a suitable channel of distribution.
OR
b Define retailer. Explain their functions and types.
- 4 a Explain the methods adopted for gathering primary data in marketing research.
OR
b Discuss the factors that influence the consumer behaviour.
- 5 a State any four methods of sales forecasting and explain them.
OR
b Describe the market potential analysis.

SECTION -B (45 Marks)

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 15 = 45)

- 6 Describe Marketing Environment in India.
- 7 What are the various factors determining of buying behaviour?
- 8 The middlemen can be eliminated, but this functions cannot - Discuss.
- 9 What is marketing research? Explain different types of marketing research.
- 10 Explain the different types of sales analysis.