

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BSc DEGREE EXAMINATION MAY 2019  
(Fourth Semester)

Branch - CATERING SCIENCE AND HOTEL MANAGEMENT

**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 Define 'Bullion Market'.
- 2 What is Social Marketing?
- 3 What is buyer behaviour?
- 4 Define 'Market Segmentation'.
- 5 What do you mean by consumer goods?
- 6 What is Skimming pricing?
- 7 Define 'Sales Promotion'.
- 8 What is 'Door to Door' sales?
- 9 What is shopping goods?
- 10 Define the term 'Services'.

**SECTION - B (25 Marks!)**

Answer **ALL** Questions

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

- 11 a Is Marketing a Science or Art? Explain.  
OR  
b Briefly explain the benefits of Marketing concept.
- 12 a Narrate the merits of Market Segmentation.  
OR  
b What are the economic factors affect buyer's behaviour? Explain.
- 13 a What are the factors influencing change in Product Mix? Explain.  
OR  
b How does external factors influence the price decision? Explain.
- 14 a Distinguish Advertising from Salesmanship.  
OR  
b Explain the importance of Channels of distribution.
- 15 a Point out the differences between consumer goods and industrial goods.  
OR  
b Explain the buying motives of Industrial goods.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Enumerate the different classifications of Market.
- 17 Describe the buyer behaviour models.
- 18 What are the different kinds of pricing? Explain.
- 19 Explain the types of Outdoor Advertising.
- 20 What are the difficulties in marketing of agricultural goods in India? Explain.