PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 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 Marketing?
2   What is Market Segmentation?
3   What is Product Mix?
4   What is Branding?
5   What is Advertisement Copy?
6   What is Salesmanship?
7   What is Service Marketing?
8   What are durable goods?
9   What is Secondary data?
10 What do you mean by Coding?

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Explain the significance of Marketing.
              OR
    b Write a note on Buying Motives.

12 a What are the factors affecting Price Decisions?
              OR
    b Explain the features of Branding.

13 a What are the functions of Personal Selling?
              OR
    b Explain the qualities of a Good Advertisement Copy.

14 a What are the features of Consumer Products?
              OR
    b Explain the characteristics of Services.

15 a Write a note on Research Design.
              OR
    b What are the different methods of Data collection?

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16 Explain the functions of Marketing.

17 Enumerate the different kinds of Pricing.

18 What are the factors considered in Selecting Channel.

19 Explain marketing mix for services.

20 Discuss about the steps in Report Writing.

Z-Z-Z   END