

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2018
(Fifth Semester)**

Branch - **COMMERCE (BANKING & INSURANCE)**

MARKETING & MARKETING RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (iO x 2 = 20)

- 1 What is Market?
- 2 Write any two functions of Marketing.
- 3 What is Consumer Marketing?
- 4 What is Production?
- 5 Define Advertising.
- 6 What is Penetration pricing?
- 7 What is Research?
- 8 What do you mean by sampling design?
- 9 Write a note on Pilot survey.
- 10 How is a schedule framed?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a What is Marketing? How does it differ from selling?
OR
b Explain the factors affecting marketing mix.
- 12 a What are the objectives of pricing?
OR
b Explain the factors influencing Consumer Behavior.
- 13 a What is Branding? What are its advantages?
OR
b State the evil effects of advertisement.
- 14 a What are the objectives of Marketing Research?
OR
b State the features of Primary data.
- 15 a Explain Data analysis.
OR
b What point will you kept in mind while preparing a research report?

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Discuss the different stages in the product life cycle.
- 17 Explain the factors affecting pricing decision.
- 18 Discuss the role of marketing in economic development.
- 19 Describe the steps in marketing research process.
- 20 Explain the statistical tools used for analysis.