

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2018
(Fourth Semester)

Branch - **CATERING SCIENCE & HOTEL MANAGEMENT**

MARKETING MANAGEMENT

Time : Three Hours

Maximum 75 Marks

SECTION-A (20 Marks)

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Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is Marketing?
- 2 Define 'Commodity Market'.
- 3 Define the term Perception.
- 4 What is Product differentiation?
- 5 Write short notes on Product Life Cycle.
- 6 Define Psychological Pricing.
- 7 What do you mean by Publicity?
- 8 Who is Agent Middleman?
- 9 What is agricultural goods?
- 10 What is Convenience goods?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Narrate the evolution of marketing.
OR
b Explain the significance of Marketing to the society.
- 12 a Discuss the steps in buying process.
OR
b Describe the costs of market segmentation.
- 13a Explain methods followed in new product pricing.
OR
b Discuss the prospects of Product Life Cycle concepts.
- 14 a What is the role of Marketing channels?
OR
b Mention the qualities of a good advertisement copy.
- 15 a What are the problems faced in the marketing of agricultural goods?
OR
b Bring out the characteristics of Industrial goods.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss clearly the modern concepts of marketing.
- 17 Define the phase 'Market Segmentation'. Explain the reasons for market segmentation.
- 18 . Explain cost based pricing methods.
- 19 What is a channel? How you classify them?
- 20 Discuss the characteristics of consumer goods.