

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2018
(Fifth Semester)

Branch - COMMERCE (BANKING & INSURANCE)

MARKETING AND MARKETING RESEARCH

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 imperfect market?
- 2 Define marketing mix.
- 3 What is meant by Dual pricing?
- 4 Define Grading.
- 5 What is personal selling?
- 6 Define Branding.
- 7 Define marketing research.
- 8 What is meant by stratified sampling?
- 9 What is coding?
- 10 What do you mean by pilot study?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Distinguish between marketing and selling.
OR
b Explain the features of modern marketing.
- 12 a Describe the various methods of pricing.
OR
b Explain the factors determining the choice of a suitable channel of distribution.
- 13 a What are the characteristics of a good brand?
OR
b Distinguish between Advertising and Salesmanship.
- 14 a State the objectives of marketing research.
OR
b Explain the sources of secondary data.
- 15 a Write a note on pre-requisites of Interpretation
OR
b Explain the elements of marketing research report.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Briefly Explain the steps to be followed in new product introduction.
- 17 What are the psychological factors that influence in consumer decision making?
- 18 To develop a product and price mix, what are the factors to be considered
- 19 Explain the process of marketing research along with the necessary precautions to be taken in each stage.