

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2018
(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 Define Marketing.
- 2 What is Physical distribution?
- 3 What is Product mix?
- 4 What is Odd Pricing?
- 5 What is advertising?
- 6 Who is a Whole seller?
- 7 What are industrial goods?
- 8 Write any two characteristics of service.
- 9 What is research?
- 10 What are the methods of data collection?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a What are the features of modern marketing?
OR
b Explain the importance of market segmentation.
- 12 a What are the factors affecting price decision?
OR"
b Why is branding important? Discuss.
- 13 a What are the objectives of Advertising?
OR
b Explain the need of channel of distribution.
- 14 a Explain the features of consumer products?
OR
b Give the difference between product and service.
- 15 a What are the steps in data collection?
OR
b Write short notes on advertising research.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Briefly explain the functions of marketing.
- 17 Discuss the product life cycle.
- 18 Explain the factors considered in selecting a channel.
- 19 Discuss the marketing mix of industrial products.
- 20 Enumerate the steps in business research.