

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCA DEGREE EXAMINATION MAY 2017
(Fourth Semester)

Branch - COMPUTER APPLICATIONS

PRINCIPLES OF 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 family market?
- 2 What is consumer orientation?
- 3 What are the elements of buying?
- 4 What is meant by market segmentation?
- 5 What is consumer goods?
- 6 What is production mix?
- 7 What is Price?
- 8 What is meant by penetration pricing?
- 9 " What are the kinds of sales promotion?
- 10 What is advertising?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Explain the advantages of marketing concept.
OR
b What is meant by product concept?
- 12 a Explain the kinds of buyers.
OR
b Mention any three types of market segments.
- 13 a Explain the five factors influencing change in product mix.
OR
b What are the factors considered product line decision?
- 14 a Write short notes on .(i) Trade discount (ii) Quantity discount.
OR
b Explain the objectives of pricing.
- 15 a Explain the essential elements of advertising.
OR
b Mention any five objectives of personal selling.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Briefly explain the factors influencing the marketing concept.
- 17 Explain the benefits of market segmentation.
- 18 What is meant by product life cycle? Explain its stages with diagram.
- 19 Briefly explain the factors affecting the pricing decisions.
- 20 Explain the process of personal selling.

Z-Z-Z

END