PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2017
(Sixth Semester)

Branch - COMMERCE

CORE ELECTIVE II MARKETING AND MARKETING RESEARCH

Time : Three Hours   Maximum : 75 Marks
SECTIONS (20 Marks)
Answer ALL questions
ALL questions carry EQUAL marks ($10 \times 2 = 20$)

1 Define marketing.
2 What is meant by product mix?
3 Define the tern pricing.
4 Who is called Retailers?
5 What is meant by Advertising?
6 What is personal selling.
7 Define marketing Research.
8 What is secondary data?
9 Define on coding of Data.
10 What do you mean by pilot study?

SECTION - B (25 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks ($5 \times 5 = 25$)

11 a Describe various elements of Marketing mix.
OR
b What are the benefits of market segmentation.

12 a Explain the concept of penetration pricing.
OR
b Explain the rights of consumer.

13 a What are the objectives of Advertising.
OR
b What is sales promotion? and Explain its types?

14 a Write a Note on cluster sampling method.
OR
b State the Advantage of Questionnaires.

15 a Describe the significance of editing of Data.
OR
b What are the major characteristics of data analysis?

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16 Describe the stages in the product life cycle.

17 What are the factors to be considered while fixing the price.

18 Define an advertisement copy. Explain the characteristic features of an advertisement copy.

19 Explain the various methods of marketing Research.

20 What are the steps to be considered in drafting a report?