

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2017
(Second Semester)

Branch - COMMERCE WITH 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 What is industrial market?
- 2 Define market segmentation.
- 3 State the meaning of product line.
- 4 What is monopoly pricing?
- 5 what do you mean by propaganda?
- 6 what is channel of distribution?
- 7 State the meaning of "Services Marketing"
- 8 What are industrial Goods?
- 9 Define the term marketing intelligence.
- 10 What do you mean by advertising Research?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Explain the economic determinants of buyer behavior.
OR
b Explain the various function of physical supply.
- 12 a What are essential requisites of Brand name?
OR
b Explain the product life cycle concept.
- 13 a Explain the qualities of good advertising copy.
OR
b What are the factors considered to be selecting channel distribution?
- 14 a Explain the characteristics of services marketing.
OR
b Differentiate between consumer goods with industrial products.
- 15 a What are the objectives of marketing research?
OR
b Explain the contents of good research report.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Discuss the various criteria for segmenting the market.
- 17 Discuss the various factors influencing the pricing decision.
- 18 Explain the sound qualities of a good salesman.
- 19 Define Marketing mix. Discuss the Seven P's of marketing mix.
- 20 Discuss the various components of marketing research.

Z-Z-Z

END