

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2017
(Sixth Semester)
Branch- **COMMERCE**

CORE ELECTIVE -II MARKETING AND MARKETING RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10x2 = 20)

- 1 What do you mean by marketing?
- 2 Define market segmentation.
- 3 Who is called consumer?
- 4 What is meant by penetration pricing?
- 5 What is Advertising?
- 6 What is sales promotion?
- 7 Define marketing research.
- 8 What is sampling?
- 9 Write a short note on coding.
- 10 What is popular report?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5x5 = 25)

- 11 a Explain the importance of marketing.
OR
b Explain the features of a product.
- 12 a Explain the policies for price fixation.
OR
b What are the rights of consumer?
- 13 a State the disadvantages of Newspaper advertising.
OR
b State the problems in rural marketing.
- 14 a Explain stratified sampling.
OR
b What are the purposes of a pilot study?
- 15 a Explain the significance of statistics in social research.
OR
b Explain Interpretation of data.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Describe the functions of marketing.
- 17 What are the various kinds of pricing?
- 18 Explain the different types of sales promotion.
- 19 Enumerate the various sources of data available for a researcher.
- 20 Describe the precautions to be taken while writing report.