

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2023  
(First Semester)

Branch – COMMERCE

MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. The end of all marketing activities is the \_\_\_\_\_ of human wants.  
(i) Satisfaction      (ii) Creation      (iii) Motivating      (iv) Changing
2. Which is setting a low initial price for the product?  
(i) Mark-up price      (ii) Penetration price  
(iii) Price lining      (iv) Skimming price
3. \_\_\_\_\_ is the oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.  
(i) Advertising      (ii) Personal Selling  
(iii) Sales promotion      (iv) Publicity
4. \_\_\_\_\_ is the encompassing term that involves the use of electronic platform-intranets, extranet and the internet to conduct a company's business.  
(i) e-procurement      (ii) e-business  
(iii) e-commerce      (iv) e-marketing
5. \_\_\_\_\_ is the process of earning a commission by promoting other people's products.  
(i) Affiliated marketing      (ii) shopping  
(iii) purchasing      (iv) SEO

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. Discuss the scope of marketing.  
OR  
b. State the factors influencing market segmentation.
7. a. Analyze the types of buying motives.  
OR  
b. Explain the pricing strategies.
8. a. State the objectives of sales promotion.  
OR  
b. Illustrate the types of advertising media.

Cont...

9. a. Discuss the evaluation of e-marketing.  
OR  
b. Explain the disadvantages of e-marketing.

10. a. State the types of chat advertising.  
OR  
b. Explain the features of affiliated marketing.

**SECTION -C (30 Marks)**

Answer any **Three** questions

**ALL** questions carry **EQUAL** Marks (3 x 10 = 30)

11. Deliberate the requirements for successful segmentation of marketing.
12. Elaborate the factors influencing buying behavior.
13. Narrate the factors to be considered while taking decision as to personal selling.
14. Enumerate the digital marketing strategies.
15. Discuss the merits and demerits of online advertising.

Z-Z-Z

END