

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CA) DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – COMMERCE WITH COMPUTER APPLICATION

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Marketing utility consists of _____.
(i) Price (ii) Place, price
(iii) Product, place, price, profit (iv) Product, price, place, promotion
- 2 The usual source for new product is _____.
(i) Marketing research (ii) R & D
(iii) Accidental discoveries (iv) Serendipity and formal processes
- 3 Selling the same product at different prices is known as _____.
(i) Price lining (ii) Dual pricing
(iii) Geographical pricing (iv) Monopoly pricing
- 4 The direct channel has the limitation of _____.
(i) Marketing exploitation (ii) Communication
(iii) Control (iv) Cost
- 5 A market with which of the following characteristics would generally be less competitive?
(i) High barriers to entry
(ii) Lots of potential substitutes exist
(iii) Strong bargaining power among buyers
(iv) Strong bargaining power among suppliers

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Differentiate marketing and selling.
OR
b Explain the features of modern marketing.
- 7 a Discuss the market informations.
OR
b State the importance of marketing mix.
- 8 a Explain the pricing strategy of a new product.
OR
b Briefly explain about 'Skimming pricing'.

Cont...

9 a Discuss the factors to be considered while selecting a suitable distribution channel.

OR

b Briefly discuss about 'Logistics'.

10 a Discuss the main objectives of sales promotion.

OR

b Define advertising and briefly explain advertising media.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Define marketing environment. Explain briefly the various factors of marketing environment.

OR

b Enumerate on 'Recent innovations in modern marketing concept'.

12 a Determine the object of Market Segmentation and Write the bases of Market Segmentation.

OR

b Explain the process of marketing research.

13 a Explain the steps involved in new product development.

OR

b Enumerate the strategic considerations in the Product Life Cycle concept.

14 a Explain in detail the importance of distribution channel.

OR

b Elucidate the concept of 'Supply chain management'.

15 a Briefly discuss promotional campaign with examples.

OR

b Describe 'Green marketing' and 'Online marketing' and its importance.

Z-Z-Z

END