

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (CS) DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch - CORPORATE SECRETARYSHIP

DISCIPLINE SPECIFIC ELECTIVE-II
MODERN MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

- 1 is the process of identifying and satisfying the needs of the customer.
(i) Marketing (ii) sales
(iii) distribution (iv) advertising
- 2 What is the term for the process of dividing a total market into subgroups so that each group consists of buyers and users who share similar characteristics, but who are different from those in the other groups?
(i) market subdivision (ii) market positioning
(iii) market targeting (iv) market segmentation
- 3 The buying process starts when the buyer recognizes a
(i) Product or Service (ii) Need or Problem
(iii) Shop or Market (iv) Money or Status
- 4 Which of the following would not be considered "channel power"?
(i) Reward power (ii) Horizontal power
(iii) Expert power (iv) Coercive power
- 5 How many types of pillars do we have in digital marketing?
(i) 1 (ii) 3
(iii) 2 (iv) 4

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Discuss about value chain.
OR
b Explain the features of Modern Marketing.
- 7 a Explain the requirements of effective segmentation.
OR
b Analyze the good qualities of a market Leader.
- 8 a Discuss the methods of measuring customer satisfaction.
OR
b Sketch how a consumer value is created.

Cont...

- 9 a Evaluate the merits of outdoor advertising.
OR
b Discuss the factors influencing the selection of distribution channel.
- 10 a Explain the advantages that accrue to business through Internet.
OR
b Justify the features of Marketing of Services.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the macro environmental forces on marketing.
OR
b Interpret the various functions of Marketing.
- 12 a Construct the benefits and limitation of market segments.
OR
b Classify the different types of market segmentation.
- 13 a Criticize the factors that determine the consumer behavior.
OR
b Assess the importance of CRM in building loyalty.
- 14 a Justify the advantage and disadvantage of managing the sales force.
OR
b Design the different kinds of sales promotion.
- 15 a Assess the tools and techniques of Marketing control.
OR
b Criticize the changing picture of rural marketing in India.

Z-Z-Z

END