

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc(SS) DEGREE EXAMINATION MAY 2023
(Eighth Semester)

Branch – SOFTWARE SYSTEMS (Five Years Integrated)

PRINCIPLES OF MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. What is the main objective of marketing?
(i) Increasing sales (ii) Increasing production
(iii) identify the needs of the consumers (iv) Increasing profits.
2. Which stage of the PLC the sales volume are peak and the demand of the product stable?
(i) Growth stage (ii) Decline stage
(iii) Saturation (iv) Introduction
3. What is the objective of relationship marketing?
(i) Customer retention (ii) Customer delight
(iii) Customer dissatisfaction (iv) Customer satisfaction
4. What is an important element of behavior segmentation?
(i) Region (ii) Gender
(iii) Buying motive (iv) Age
5. Introduction of a new service at high price is called:
(i) Skimming pricing (ii) Penetrative pricing
(iii) Premium pricing (iv) Price lining
6. Labelling and packaging are associated with:
(i) Price mix (ii) Product mix
(iii) Place mix (iv) Promotion mix
7. What refers to subdividing a large market into smaller market?
(i) Niche marketing (ii) Market segmentation
(iii) Marketing research (iv) Marketing Information System
8. What strategy refers to the introduction of new products in the market?
(i) Product development (ii) Market development
(iii) Market Penetration (iv) Price development
9. Channels of distribution is Known as :
(i) Trade channel (ii) Path channel
(iii) Proper channel (iv) Improper channel
10. Online marketing is also termed as:
(i) Internet marketing (ii) Web marketing
(iii) Both (i) and (ii) (iv) OAM

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 7 = 35)

11. a. Explain the importance of marketing.
(OR)
b. Show the features of modern Marketing concept.

Cont...

12. a. Write down the list of benefits of marketing segmentation.
(OR)
b. Sketch of the concept of positioning in market.
13. a. Explain the factors influencing product line strategies.
(OR)
b. How to classify the product? Explain.
14. a. Show the importance of channels of distribution.
(OR)
b. Explain the various service rendered by retailers to customers.
15. a. List out its advantages of relationship marketing.
(OR)
b. Explain the concept of database marketing.

SECTION -C (30 Marks)

Answer ANY THREE questions
ALL questions carry EQUAL Marks (3 x 10 = 30)

16. Describe the major process involved in marketing.
17. Enumerate the various types of buying motives.
18. List out the factors influencing pricing.
19. Enumerate the various kinds of channels of distribution.
20. Explain online marketing and bring out its merits and demerits.

Z-Z-Z

END