

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch – ECONOMICS

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 The key term in the American Marketing Association's definition of marketing is:
(i) Activity (ii) Sales
(iii) Products (iv) Value
- 2 _____ is the communication link between the firm and the consumer.
(i) Price (ii) Promotion
(iii) Place (iv) Product
- 3 Management information system is _____ human-machine based system.
(i) An interpreted (ii) An interstellar
(iii) An integrated (iv) An interdependent
- 4 Which methods could a marketing researcher use to obtain information that people are unwilling or unable to prove?
(i) Focus group (ii) Personal interviews
(iii) Questionaries (iv) Observational research
- 5 _____ is the difference between customer expectations and perceptions.
(i) Customer delight (ii) Customer satisfaction
(iii) Customer gap (iv) The supplier gap

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a State the importance of marketing.
OR
b Show the classification of markets.
- 7 a Describe the importance of marketing communication.
OR
b Bring out the factors affecting pricing decisions.
- 8 a Outline the uses of marketing information system.
OR
b Summarise the organization of marketing information system.
- 9 a Explain the objectives of marketing research.
OR
b Produce the major techniques of marketing research.
- 10 a Sketch out the scope of marketing services.
OR
b Outline the concept of green marketing.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Enumerate the nature and scope of the marketing.
OR
b Elucidate the characteristics of marketing management.
- 12 a Discover the market communication through price cues.
OR
b Analyze the place and promotion as a component in Marketing Communication.
- 13 a Elucidate the need and importance of marketing information system.
OR
b Differentiate between market information and marketing information system.
- 14 a Enumerate the scope and elements of marketing research.
OR
b Point out the process of marketing research.
- 15 a Elucidate the characteristics of marketing services.
OR
b Analyze the determination and dimensions of rural marketing service Quality.

Z-Z-Z

END