

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION DECEMBER 2023
(First Semester)

Common to Branches – COMMERCE & COMEMRCE WITH COMPUTER
APPLICATIONS

MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the marketing mix? a. The process of setting advertising budgets b. The combination of product, price, place, and promotion strategies c. The analysis of consumer behavior d. The evaluation of market competition	K1	CO1
	2	What is the primary goal of market segmentation? a. To reduce production costs b. To target a specific group of customers with tailored marketing strategies c. To maximize shareholder wealth d. To create a monopoly in the market	K2	CO1
2	3	What is consumer behavior? a. The study of how consumers think about products b. The actions and decisions consumers make when purchasing goods or services c. The process of setting product prices d. The analysis of market competition	K1	CO2
	4	Why is it essential for marketers to understand consumer buying behavior? a. To increase production efficiency b. To create a unique identity for a product or company c. To tailor marketing strategies to meet consumer needs and preferences d. To establish government regulations	K2	CO2
3	5	What is the primary purpose of sales promotion in marketing? a. Building long-term customer relationships b. Creating brand awareness c. Increasing short-term sales and consumer interest d. Conducting market research	K1	CO3
	6	What is the main objective of marketing communication? a. Reducing production costs b. Building strong supplier relationships c. Creating a consistent and compelling message to reach and influence the target audience d. Managing distribution channels	K2	CO3

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4	7	What is SEO an acronym for in digital marketing? a. Social Engagement Optimization b. Search Engine Optimization c. Sales Enhancement Operations d. Software Editing and Optimization	K1	CO4
	8	What is the primary goal of social media marketing? a. To generate immediate sales b. To gather customer feedback c. To build and maintain brand awareness and engage with audiences d. To reduce production costs	K2	CO4
5	9	What is the primary goal of content marketing in online marketing strategies? a. To generate immediate sales b. To provide valuable content to attract and engage audiences c. To increase social media followers d. To reduce production costs	K1	CO5
	10	What does CTR stand for in the context of online marketing metrics? a. Click-Through Rate b. Customer Testimonial Ratio c. Conversion Tracking Report d. Content Targeting Rate	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the need for market segmentation.	K3	CO1
	(OR)			
	11.b.	Explain the elements of marketing mix.		
2	12.a.	Classify the different stages of product life cycle.	K4	CO2
	(OR)			
	12.b.	Identify the Objectives of pricing policy.		
3	13.a.	Explain the concept of the sales process and its stages.	K4	CO3
	(OR)			
	13.b.	Compare and contrast the advantages and disadvantages of print advertising versus digital advertising.		

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4	14.a.	Distinguish between Traditional versus digital marketing.	K3	CO4
	(OR)			
	14.b.	Define Digital market strategy and explain its function.		
5	15.a.	Define online marketing. Explain its features.	K4	CO5
	(OR)			
	15.b.	Examine the characteristics of social media marketing.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the factors determining marketing mix.	K5	CO1
2	17	Elaborate the various methods of pricing.	K6	CO2
3	18	Categories different types and techniques of sales promotions.	K5	CO3
4	19	Explain the advantages and disadvantages of using e-commerce platforms as a distribution channel.	K5	CO4
5	20	Discuss the pros and cons of Online advertising.	K5	CO5

Z-Z-Z END