

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2022
(Sixth Semester)**

Branch – **COMMERCE (BUSINESS ANALYTICS)**

MARKETING AND MARKETING RESEARCH

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

1. The application of marketing theories to social welfare (social objectives) is known as

(i) Social marketing	(ii) Target Marketing
(iii) Direct Marketing	(iv) Micro Marketing
2. Modern marketing starts and ends with-----..

(i) Manufacturer	(ii) Seller
(iii) Consumer	(iii) Trader
3. In penetration pricing, a business firm seeks to access deeper market penetration by keeping prices

(i) Higher	(ii) Competitive
(ii) Low	(iv) Flexible
4. A high introductory pricing is called as

(i) Penetrating Pricing	(ii) Skimming pricing.
(iii) Psychological Pricing	(iv) Dual Pricing
5. _____ is short term incentives to encourage purchase. (or) sales of a product (or) service.

(i) Advertising	(ii) sales promotion.
(iii) online advertising	(iv) public relations
6. Promotion mix includes sales promotion, personal selling, advertising and _____

(i) marketing	(ii) sales
(iii) public city	(iv) none of these
7. Marketing research helps in _____.

(i) Identification of the problem	(ii) solution of the problem
(iii) both (i) and (ii)	(iv) beautification of the problem
8. The type of sampling in which each element of population has equally likely change of occurrence in a random sample is classified as _____

(i) regular or irregular simply	(ii) Error free sampling
(iii) Inertia sampling	(iv) simple random sampling
9. _____ is data which is collected by researcher for the first time.

(i) primary data	(ii) secondary data
(iii)Qualitative data	(iv) Numerical data
- 10) In report writing, the language used to be _____.

(i) Loudly	(ii) Unclear
(iii) Whispers	(iv)Ambiguous

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11 a) Highlight the features of Modern Marketing Concept

OR

b) What is meant by Market Segmentation?. Analyze the suitable basis for segmenting the market for health drinks.

12. a) Explain the various types of channels of distribution.

Or

b) "Pricing Plays significant role in selecting particular brand of Laptop". Do you Agree?. Justify your answer.

13 a) Discuss the factors influencing the promotional Mix Strategy.

Or

b) Analyze the merits and demerits of sales Promotion.

14 a).Explain the source of marketing research.

Or

b) Explain the advantages of pilot study.

15 a) Explain the importance of statistics in data analysis.

Or

b) Explain the types of reports.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16 Explain the various kinds of sales promotion techniques.

17 Elucidate the various stages of Product Life Cycle.

18 Describe the methods of sampling used in marketing research.

19 Highlight the important statistical tools commonly used in Marketing Research .

20 Explain the layout of marketing research report.

Z-Z-Z

END