15CBI22

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)

Branch - COMMERCE (BANKING AND INSURANCE)

<u>MARKETING AND MARKETING RESEARCH</u>

Time : Three Hours   Maximum : 75 Marks

<u>SECTION-A (20 Marks)</u>
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Give any two difference between marketing and selling.
2   Define undifferential marketing.
3   Briefly explain any two problems in pricing.
4   Give any two factors influencing consumer behaviour.
5   Define branding.
6   What ispersonal selling?
7   What isprimary data?
8   Briefly explain the need of observation in research.
9   What ismeant by coding?
10   What are different types of report writing?

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<u>SECTION - B (25 Marks!</u>
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a   Briefly explain the functions of marketing.
                        OR
    b Explain the requirements of effective segmentation.

12 a Give any five methods of pricing.
                        OR
    b Discuss the advantages of channels of distribution.

13 a   Explain the need of promotion of marketing research.
                        OR
    b What are the problems faced in rural marketing?

14 a Give the objectives of marketing research.
                        OR
    b What is pilot study? Give the need for pilot study.

15 a Explain the steps in data analysis.
                        OR
    b How are the statistical tools useful for interpretation of data?

<u>SECTION - C (30 Marks)</u>
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 1 0 = 30)

16   Enumerate the steps in new product development.

17   Briefly explain the rights of a consumer.

18   Explain the benefits of advertisements of advertisements.

19   Briefly explain the different sampling techniques in marketing research.

20   Explain about the precautions to be taken while writing report.

ZZZ   **FND**