

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)

Branch - COMMERCE (BUSINESS ANALYTICS)

MARKETING MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer ALL questions
ALL questions carry EQUAL marks (10x2 = 20)

- 1 Give the meaning of the term market.
- 2 Who is a consumer?
- 3 What do you mean by consumer behaviour?
- 4 Write a note on personal selling.
- 5 What do you mean by marketing of services?
- 6 What is a new product?
- 7 Write the meaning of the term price.
- 8 Define the term advertising.
- 9 What do you mean by branding a product?
- 10 What do you mean by Marketing Mix?

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SECTION - B (25 Marks!)

Answer ALL Questions
ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Describe the approaches to the study of Marketing.
OR
b What are the functions of Marketing Management?
- 12 a Discuss about the consumer buying decision process.
OR
b List the benefits of market segmentation.
- 13 a Write in detail the advantages of packaging.
OR
b Explain the different kinds of pricing.
- 14 a Explain the types of advertising media.
OR
b What are the contents of Advertising Copy?
- 15 a Discuss about Marketing Information System.
OR
b State the steps involved in Marketing Research process.

SECTION - C (30 Marks)

Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3x10 = 30)

- 16 Explain the features of Modern Marketing.
- 17 Write elaborately on New Product Development.
- 18 Explain in detail the requirements of effective market segmentation.
- 19 Write in detail the features of Service Marketing.
- 20 Elaborately explain the factors influencing the selection of channels.