

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS! _____)
BCA DEGREE EXAMINATION DECEMBER 2019
(Fourth Semester)

Branch - **COMPUTER APPLICATIONS**

PRINCIPLES OF MARKETING MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer ALL questions

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

- 1 What is Marketing Management?
- 2 Give a note on selling concept.
- 3 What is market position?
- 4 Who is a consumer?
- 5 What is a product?
- 6 What are the components of product mix?
- 7 What is mark up pricing?
- 8 How price differentials are made?
- 9 What is Publicity?
- 10 Define Advertising.

SECTION - B (25 Marks!)

Answer ALL Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the factors influencing the marketing concepts?
OR
b Explain about social marketing.
- 12 a Discuss about psychological theories of buyer behaviour.
OR
b What are the determinants of buying motives.
- 13 a How will you classify the products?
OR
b What are the strategies in a product mix?
- 14 a What are the objectives of Pricing?
OR
b Write a note on skimming and penetration pricing.
- 15 a Explain the points to be noted while selecting the media for advertising.
OR f' •
b What is sales promotion? Explain the reasons for the rapid growth of sales promotion.

SECTION - C (30 Marks!)

Answer any **THREE** Questions

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

- 16 What is marketing environment? Explain the factors in marketing environment.
- 17 How markets are segmented?
- 18 What is a new product? How is it developed?
- 19 Discuss about the types of channels of distribution.
- 20 Explain the processes in personal selling.