

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

**MCom (CS) DEGREE EXAMINATION MAY 2018
(Fourth Semester)**

Branch – CORPORATE SECRETARYSHIP

CORE ELECTIVE-II - MODERN MARKETING

Time : Three Hours

Maximum : 75 Marks

SECTION -A (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

1. a What are the features of Modern Marketing?
OR
b Explain the various stages through which marketing research is organised.
2. a Briefly explain the process for market segmentation.
OR
b Explain the requirements of effective segmentation.
3. a What are the factors affecting consumer behaviour?
OR
b Explain the methods of measuring customer satisfaction.
4. a Bring out the merits of outdoor advertising.
OR
b Explain the process of Integrated Marketing Communication.
5. a What are the tools and techniques of Marketing Control?
OR
b Explain the features of Marketing of Services.

SECTION -B (45 Marks)

Answer any **THREE** questions

ALL questions carry **EQUAL** Marks (3 x 15 = 45)

- 6 Explain the macro environmental forces on marketing.
- 7 Discuss the different bases of market segmentation.
- 8 Explain the factors determining the choice of a suitable channel of selection.
- 9 Discuss the importance of studying consumer behavior in marketing.
- 10 Explain the changing picture of rural marketing in India.