

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

**BCom DEGREE EXAMINATION MAY 2019
(Sixth Semester)**

Branch – COMMERCE

CORE ELECTIVE - II : MARKETING AND MARKETING RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What is a market?
- 2 What do you mean by market segmentation?
- 3 What is self actualization price?
- 4 Who is consumer?
- 5 Define advertising.
- 6 What is meant by sales promotion?
- 7 What is research?
- 8 What is meant by primary data?
- 9 What is meant by coding?
- 10 What do you mean by report writing?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a How does the modern concept of marketing differ from traditional concept?
OR
b What are the classification of products?
- 12 a What are the rights of consumer?
OR
b What are the factors determine selection of distribution channels?
- 13 a Who are all involved in the process of advertising?
OR
b State the functions of personal selling.
- 14 a What are the sources of secondary data?
OR
b What are the requirements of good questionnaire?
- 15 a State the layout of a research report.
OR
b What are statistical tools used for analysis of data?

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Examine the different functions of marketing.
- 17 Discuss the various factors that affect pricing decisions.
- 18 What are the problems faced by developing rural markets? Explain.
- 19 Elucidate the marketing research process.
- 20 Describe the precautions that the researcher should take while interpreting his research findings.