PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

MARKETING MANAGEMENT

Time : Three Hours   Maximum : 75 Marks
SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions earn. **EQUAL** marks   (1 0 x 2 - 20)

1   What is meant by Caveat emptor?
2   What is Benefit Segmentation?
3   Write a short notekproduct diversification.
4   Define Brand name.
5   What is meant by time utility?
6   What is advertising appeal?
7   State the meaning of ' Services Marketing'.
8   Bring out any four classification of Consumer Products.
9   Write a short note on Report.
10   What do you mean by advertising research?

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x5 = 25)

11 a Explain the various stages involved in buying process.
                         OR
    b What are the facilitating functions of Marketing?

12 a   Explain the objectives of pricins.
                         OR
    b Explain the various elements of product policy.

13 a Explain the qualities of a Good Advertisement Copy.
                         OR
    b What are the qualities of a Good Salesman?

14 a Explain the characteristics of Industrial goods.
                         OR
    b State the various components of Services Marketing Mix.

15 a Explain the essentials of Sampling.
                         OR
    b   Explain the contents of report.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16   Explain the classification of Markets.

17   Discuss the various types of pricing policies.

18   Examine the various factors are taken to be considered for media
       selection.

19   Define Consumer Good. State its characteristics.

20   Describe the applications areas of Marketing Research.

Z-Z-Z   END