

B.A. DEGREE EXAMINATION, NOVEMBER 2019
I Year I Semester
Marketing

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Marketing.
2. State the various elements of marketing mix.
3. Define branding.
4. What is grading?
5. What are departmental stores?
6. What are super markets?
7. What is product mix?
8. What do you mean by the term Barter system?
9. What is personal selling?
10. What is meant by Penetration Pricing?
11. Write a short note on regulated market.
12. List out two objectives of Pricing.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. List out the various objectives of marketing.
14. What are the problems faced in assembling goods?
15. What are the advantages of branding?
16. What is chain store system? Discuss its characteristics.
17. Explain the different stages of the product life cycle.
18. Explain the various stages involved in personal selling.
19. What are the qualities expected of a salesman?

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Describe in detail the evolution of the marketing concept.
21. Explain the various functions of marketing.
22. Explain the role played by the wholesalers and retailers as market intermediaries.
23. Explain the various stages involved in the introduction of a new product.
24. Discuss the functions of the different types of salesman.

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