

**B.A. DEGREE EXAMINATION, APRIL 2020**  
**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. What do you mean by target market?
3. What is Standardization?
4. What are the types of grading?
5. Define a super market.
6. What is known as regulated market?
7. What is product?
8. What is penetration pricing?
9. What is personal selling?
10. Define salemanship.
11. What are bonded warehouses?
12. What is the meaning of chain stores?

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

Answer any **FIVE** questions

13. What are the features of marketing?
14. What are the importance of grading?
15. What are the features of super markets?
16. What are the objectives of pricing?
17. Discuss the objectives of sales promotion.
18. What are the functions of warehousing?
19. How do discounts and allowances are influencing the pricing decision?

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

Answer any **THREE** questions

20. Examine different types of marketing.
21. Explain any five functions of marketing.
22. Explain the merits and demerits of selling through departmental stores.
23. Describe how the product life cycle might be of use to the marketer.
24. Explain the various functions of an advertising agency

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