

**B.A. DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**I Year I Semester**  
**Marketing**

**Max.marks : 25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. Explain the nature scope and significance of Marketing.
2. What are the functions of Marketing?
3. Describe the meaning of Grading and Standardization.
4. What is an Regulated Market?
5. Examine the Pricing strategy of New Products.
6. Critically assess the nature and functions of Salesman.
7. Evalute the salient features of Supermarkets.