

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. Discuss the nature and significance of Marketing.
2. Bring out the significance of shortage and warehousing in Modern Marketing.
3. Briefly describe the various channels of Distributing.
4. Explain the Life cycle of product.
5. List out the steps involved in selling process.
6. Bring out the advantages of grading.
7. Describe the different kinds of Advertising.