

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**B.A. END SEMESTER EXAMINATION APRIL/NOV - 2021**

**SEMESTER - I**

**08UECAT1MK1 & UEC/AT/1MK1 - Marketing**

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

**Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Describe the basic concepts of Marketing.
2. Classify basic the functions of Marketing.
3. Explain the various channels of Distribution.
4. Write a detailed notes on Cooperative Marketing Bodies.
5. Illustrate in detail Product Life Cycle.
6. Sketch characteristics of Salesmanship.
7. Explain Personal Selling.
8. Show the various Media and Agencies of Advertising.

**Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Examine the nature, scope and significance of Marketing.
10. Ascertain the physical distribution functions of Marketing.
11. Determine the characteristics of Supermarkets, Departmental and Chain stores.
12. Examine the nature and functions of Salesman.
13. Describe the various types of Marketing.