

**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 EXAMINATIONS APRIL - 2022

SEMESTER - I

08UECAT1MK1 - Marketing

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Examine the importance of Marketing.
2. Bring out the role of Storage in Marketing.
3. Explain the role and importance of packaging in Marketing.
4. State the Significance of Supermarkets.
5. What are the factors influencing of Price determination?
6. How do you develop a new product in Marketing?
7. Explain the various functions of Salesman.
8. Bring out the relevance of Promotional activities for a Product.

Section B

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

9. Explain the different types of Marketing.
10. Explain the various channels of Marketing.
11. Explain the relevance of Departmental Stores in Marketing.
12. Explain the Product Life Cycle and its features.
13. Evaluate the various Channels of Advertisement and its advantages and disadvantages.
