

**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

20UECAT1001 - Marketing

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Bring out the significance of marketing.
2. Write a note on Grading and Standardization.
3. Narrate the channels of distribution.
4. State the merits and limitations of supermarkets.
5. What is product life cycle? Explain.
6. Define salesmanship. What are its features?
7. Write short note on personal selling.
8. Give the different pricing strategies on new product.

Section B

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

9. Examine the features and structures of a co-operating market.
10. Analyze the role of regulated and organized markets in procuring farm products.
11. Discuss vividly the various media of advertisement with their advantages and disadvantages.
12. Explain the various functions of Marketing.
13. Describe the different types of Marketing.
