

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 NOVEMBER-2022

SEMESTER - I

**20UECAT1001 - Marketing**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

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

1. Define marketing. Explain the nature of marketing.
2. List out the different types of marketing.
3. Discuss the importance of channels of distribution.
4. Explain the new product pricing strategies.
5. What is product planning? Explain the elements of product planning.
6. Explain the Process of Personal Selling.
7. What are the qualities expected of a salesman?
8. What are co-operative marketing bodies?

### **Section B**

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

9. Describe the evolution of marketing concept.
10. Explain the functions of marketing in detail.
11. What is product life cycle? Explain the different stages of the product life cycle.
12. Distinguish between departmental stores and chain stores.
13. State the advantages and disadvantages of advertising.

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