

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.(ECO) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - I

20UECAT1001 - Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. What is the scope of Marketing?
2. Difference between Storage and warehousing.
3. What are the functions of Co-operative marketing bodies?
4. What are the advantages of Product life Cycle?
5. What are the objectives of Pricing?
6. Explain the functions of Salesman.
7. What are the differences between Media and Agencies of Advertising?
8. What are the Concepts of Marketing?

Section C

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

9. Briefly explain the various types of Marketing.
10. Explain the functions of physical distribution in marketing.
11. Explain Personal Selling in detail.
12. Explain the features of Supermarket.
13. Describe briefly Pricing Strategy of New Product.
