

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. Economics - END SEMESTER EXAMINATIONS - NOV'2024

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. Explain the significance of marketing in business.
2. List and describe two different types of marketing.
3. Analyze the importance of storage and warehousing in supply chain management.
4. Describe how packaging and labeling can influence consumer choice.
5. What differentiates departmental stores from chain stores?
6. Discuss the role of supermarkets in the modern retail environment.
7. Analyze how market demand affects price determination.
8. Assess the effectiveness of a specific advertising campaign you are familiar with.

Section C

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

9. Analyze the evolution of marketing from traditional approaches to modern digital strategies.
10. Evaluate the effectiveness of branding and its influence on consumer perception and choice.
11. Examine the merits and demerits of super markets.
12. Synthesize a strategy for introducing a new product based on the product life cycle.
13. Assess different medias and agencies of advertising.
