

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 - APRIL 2025

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. Trace the Evolution of Market.
2. Write short note on physical distribution.
3. Explain the significance of storing and warehousing in modern marketing.
4. Explain the essentials of Supermarkets in the modern Marketing.
5. Explain how the Price strategy is adopted for a new product.
6. What are the functions of Salesmen?
7. Explain the Elements and process of Advertisement.
8. What are the diversing views on Marketing?

Section C

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

9. Briefly explain the different types of Market.
10. Discuss the importance of Standardization as an aid to enlarge the Market.
11. Explain the role of Regulated Markets in Promoting Agricultural Product.
12. Narrate the Product Life cycle.
13. Write a detailed note on Personal selling.
