

Roll.No.

20UECAT1001

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 - NOVEMBER 2025
SEMESTER - I

20UECAT1001 - Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. List out the objectives of Marketing.
2. Classify the objectives of cooperative marketing.
3. Relate the meaning of Skimming Pricing and Penetration pricing.
4. Explain the Advertising budget.
5. Explain the functions of warehousing.
6. Classify the advantages of Regulated Marketing.
7. Describe the pricing strategy of new products.
8. Examine the features of Salesmanship.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Explain the various types of marketing.
10. Classify the various Functions of marketing.
11. Examine the functions and advantages of regulated markets.
12. Explain the stages of Product Life Cycle.
13. Evaluate the methods of recruitment of salesman.
