

Roll.No.

25UECGT1001

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

25UECGT1001 - Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. State the advantages of e-commerce for consumers.
2. Illustrate the principles of effective digital marketing practices.
3. Classify the role of distribution channels in marketing.
4. Explain the limitations of co-operative marketing societies.
5. State the principles of product planning and development.
6. Relate the advantages and disadvantages of the pricing strategy.
7. Explain the concept of promotional mix.
8. Distinguish between personal selling and advertising.

Section C

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

9. Explain the opportunities and challenges of digital marketing in India.
10. Narrate the importance of branding and describe its various types.
11. Examine the structure and functions of government-regulated markets in India.
12. Classify the different stages of the product life cycle.
13. Evaluate the role and nature of salesmanship in achieving business objectives.
