

Reg.No.

S.No. 255

BATCH: 2000 - 2017

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2019
MARKETING
SUBJECT CODE: 12UAC061

MAJOR : BCA
TIME : 3 HOURS

SEMESTER : IV
MAX.MARKS : 75

SECTION - A (10 X 1 = 10)

Answer ALL Questions:

1. Define Marketing.
2. What do you mean by Marketing Process?
3. What is Working Capital?
4. What is meant by grading?
5. What is Advertising?
6. What do you mean by Marketing Mix?
7. What is AGMARK?
8. State any two objectives of Regulated Market.
9. Define Services.
10. What do you mean by SMS Marketing?

SECTION - B (5 X 4 = 20)

Answer any FIVE Questions:

11. Discuss the importance of Marketing.
12. State the functions of Warehouse.
13. How is transport important in Marketing?
14. What according to you are the qualities of a successful salesman?
15. State the functions of middlemen.
16. Explain the features of Agricultural Products.
17. Write a note on Relationship Marketing.
18. Point out the reasons for the growth in the Service Market.

SECTION - C (3 X 15 = 45)

Answer any THREE Questions:

19. State the various classification of Markets.
20. Explain briefly the functions of Marketing.
21. Explain the factors determining the choice of a suitable channel of distribution.
22. What are the main defects of Agricultural Marketing.
23. How are service markets usually classified.?
