

S.No: 221

BATCH: 87-2014, 2018

Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2019

MARKETING

SUBJECT CODE: 18UAC004

MAJOR : B.Com.,
TIME : 3 HOURS

SEMESTER : II
MAX. MARKS : 75

SECTION - A (10 x 1 = 10)

Answer ALL the Questions:

1. Define Market.
2. Define Marketing mix.
3. What is a product?
4. Mention the 5 phases of product life cycle.
5. List out the modes of transport.
6. What do you mean by tramways?
7. Why and why to advertise?
8. Who is a salesman?
9. What do you mean by agricultural goods marketing?
10. Expand NAFED.

SECTION - B (5 x 4 = 20)

Answer any FIVE Questions:

11. Elucidate the market classification based on geographical area.
12. Discuss the 4Ps of marketing mix.
13. Enumerate the classification of products.
14. Explain the steps in new product planning.
15. Brief out the demerits of railways.
16. Elaborate the features of advertising.
17. What are the quantitative objectives of personal selling?
18. Explain the problem in marketing of agricultural goods.

SECTION - C (3 x 15 = 45)

Answer any THREE Questions: <http://www.onlinebu.com>

19. Explain in detail about marketing functions.
20. Draw the diagram of PLC & explain.
21. Enumerate the merits of water transport.
22. Elaborate the social qualities of sales man.
23. Explain the defects in agricultural marketing.

