

S. NO.: 443

BATCH: 87-2013, 2016-2017 Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2018

MARKETING

SUBJECT CODE : 17UACO04/16UACO06

MAJOR : B.COM  
TIME : 3 HOURS

SEMESTER : II / III  
MAX. MARKS: 75

**SECTION A - ( 10 X 1 = 10 )**

**Answer All the Questions:**

1. What is market?
2. What is 'produce exchange'?
3. What is AGMARK?
4. What is grading?
5. What is non-price competition?
6. Who is retailer?
7. What is 'Counter display'?
8. What is Promotional Mix?
9. What is facility service?
10. Give any two differences between Product marketing and Service marketing.

**SECTION B - ( 5 X 4 = 20 )**

**Answer any FIVE Questions:**

11. Explain the importance of marketing.
12. "Marketing both begins and ends with the consumer" – discuss.
13. What are the functions of transport?
14. "Well bought is half sold" – discuss.
15. What are the objectives of pricing?
16. What are the determinants of channel of distribution?
17. What are the qualities required for the salesman?
18. Explain the kinds of service.

**SECTION C - ( 3 X 15 = 45 )**

**Answer any THREE Questions:**

19. What is marketing mix? What are its various constituents?
20. Discuss the merits and demerits of different modes of transportation.
21. Explain the different kinds of pricing.
22. Discuss the essential qualities of sound advertisement copy.
23. Define the term service. What are the characteristics of service?

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