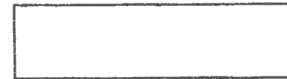


S.No.167

BATCH: 87-2013 Reg.No.

2016



9

END OF SEMESTER EXAMINATIONS, NOVEMBER – 2017
MARKETING
SUBJECT CODE: 16UACO06

MAJOR: B.Com.,
TIME : 3 HOURS

SEMESTER : III
MAX.MARKS: 75

SECTION-A (10 x 1 = 10)

Answer ALL the Questions:

1. Define Marketing?
2. What is storage function?
3. What is mean by buying?
4. What are pathways?
5. What is meant by channel of distribution?
6. Define the term price.
7. What is direct advertising?
8. Define salesmen ship.
9. Write a short note on regulated markets.
10. State any two characteristics of Services.

SECTION-B (5 x 4 = 20)

Answer ANY FIVE Questions

11. What are facilitating function?
12. Explain modern marketing concept.
13. What are the various elements of selling?
14. Explain advantages of assembling.
15. State the objectives of pricing.
16. Write short note on AGMARK.
17. State the objectives of personal selling.
18. Discuss defect of agricultural marketing.

SECTION-C (3 x 15 = 45)

Answer any THREE Questions:

19. Explain functions of marketing.
20. Discuss various functions of standardization.
21. Explain different types of retailer.
22. Explain what are the qualities of salesmen.
23. Enumerate the different services marketing strategies.
