

S. NO.: 172

BATCH: 87-2015

Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL/MAY - 2017

MARKETING

SUBJECT CODE : 12UACO61/140A0006

MAJOR : B.C.A / B.Com

TIME : 3 HOURS

SEMESTER : IV/III

MAX. MARKS: 75

SECTION - A (10 X 1 = 10)

Answer ALL the questions:

1. What is a Market?
2. What is "Barter"?
3. What is assembling?
4. What is grading?
5. What is marketing mix?
6. Who are middlemen?
7. What is ISO?
8. What are Regulated Markets?
9. Define Service.
10. What is Product?

SECTION - B (5 X 4 = 20)

Answer any FIVE questions:

11. Explain the features of Modern Marketing.
12. Explain the evolution of marketing.
13. Explain the functions of Transport.
14. What are the advantages of Warehousing?
15. What are the factors to be considered in selecting channels?
16. Explain the objectives of Advertising.
17. What are the features of Agricultural goods?
18. How are Services classified?

SECTION - C (3 X 15 = 45)

Answer any THREE questions:

19. Describe the classification of Market.
20. Explain the various kinds of Buying with suitable examples.
21. Discuss the different types of Salesman.
22. Explain the functions of Marketing Co-operatives.
23. Explain the peculiar characteristics of Services.
