

CODE: **195342**
NOVEMBER 2020

TIME: 2 Hrs
MAX. MARKS: 50

PART A

(10 x 2=20)

Answer any **TEN** questions.

1. Define the term Marketing.
2. What is Macro Marketing?
3. State Consumerism.
4. What do you mean by Advertising?
5. Write a note on Sales Promotion.
6. What do you mean by Chain stores?
7. State the concept Product.
8. What is Regulated Market?
9. Write a short note on E marketing.
10. What is Personal Selling?
11. What do you mean by Direct Marketing?
12. State the concept Modern Marketing.

PART B

(2 x 5=10)

Answer any **TWO** questions.

13. Explain the Evolution of Marketing.
14. Analyse the Rights of Consumers.
15. What are the Objectives of Promotion?
16. Discuss the characteristic features of Product.
17. Describe the qualities of a successful Salesman.
18. Enumerate the factors influencing the Marketing Concept.
19. Differentiate Advertising from Salesmanship.
20. List out the problems of agricultural marketing in India.

PART C

(2 x 10=20)

Answer any **TWO** questions.

21. Describe the Scope and Significance of Marketing.
22. Discuss the Economic effects of Advertising.
23. Analyse the different Phases of Product Life Cycle.
24. Explain the Functions of departmental stores.
25. Outline the different methods of Sales Promotion measures.