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**D. K. M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**

**SEMESTER EXAMINATIONS**

**NOVEMBER - 2017 15CCO5F**

**ELECTIVE III - PRINCIPLES OF MARKETING**

**Time : 3 Hours Max. Marks : 75**

**Section – A (10 x 2 = 20)**

**Answer ALL the questions.**

1. Define ‘Marketing’.
2. Define a Product.
3. What is Marketing Mix?
4. Distinguish between Marketing and Selling.
5. How is transport important in marketing?
6. What do you mean by warehousing?
7. Write a short note on ‘AGMARK’.
8. What is Standardization?
9. What do you mean by working capital?
10. What are marketing risks?

**Section – B ( 5 x 5 = 25 )**

**Answer any Five of the following questions.**

1. Discuss the Role of Marketing in Economic Development.
2. Explain the Concept of Evolution of Marketing.
3. How will you select an appropriate mode of transport for moving perishable articles?
4. Distinguish between Grading and Standardisation.
5. Examine the nature of risks in marketing.
6. Explain the different sources of Working Capital.
7. Explain the different causes of Marketing Risk.
8. Explain the stages of product Life cycle.

**Section – C ( 3 x 10 = 30 )**

**Answer ALL the questions.**

1. (a) What are the various approaches to the study of marketing?

(Or)

(b) Explain in details the important functions of marketing.

1. (a) Bring out the significance of storing and warehousing in marketing.

(Or)

(b) Explain the process of New Product development.

1. (a) Explain the different methods of pricing.

(Or)

(b) Explain the methods of handling, reduction and shifting of marketing risk.

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