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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
NOVEMBER - 2016
PRINCIPLES OF MARKETING

15CCC3C

Time: 3 Hrs**Max.Marks: 75****SECTION-A (10 x 2 =20)****Answer ALL the questions.**

1. What do you mean by Marketing?
2. What is legal approach to the study of Marketing?
3. What is meant by Marketing Mix?
4. What do you mean by Assembling?
5. What are different modes of transport?
6. Define Storage.
7. What is ISI?
8. What are the two types of grading?
9. What do you mean by Grading?
10. Give the full form of EXIM Bank.

SECTION-B (5 x 5 =25)**Answer any FIVE of the following questions.**

11. Explain any five approaches to the study of marketing.
12. Explain the concept of Marketing Mix.
13. State the Advantages of Assembling.
14. Explain the merits of Water Transport.
15. What do you mean by Bonded Warehouse? What are the advantages of it?
16. What is meant by labeling? What are its types?
17. Distinguish between standardization and Grading.
18. What is Marketing Risk? What are the different types of Marketing Risk?

SECTION-C (3 x 10 =30)**Answer ALL the questions.**

19. (a) Explain the role of Marketing in economy in development of a country.
 (Or)
 (b) Explain briefly the various functions of Marketing.
20. (a) Explain the warehouse facilities in India, mention the causes of slow growth and suggestion for improvement in Warehouse.
 (Or)
 (b) What is Standardisations? Explain the benefits of standardisation of products.
21. (a) What is working capital? Explain the factors which determines the working capital requirements.
 (Or)
 (b) Explain the methods through which risk may be avoided or minimized.