

TB244389B

16-4

Reg. No : .....

Name : .....

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024  
2022 ADMISSIONS REGULAR  
SEMESTER IV - B. Voc. Food Processing Technology - GENERAL  
VFPT4G10B18 - Marketing Management

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. What are the main place mix decision areas?
2. What is the monopolistic competition market?
3. Recite the different levels of the market.
4. Define buying motives.
5. Define market targeting.
6. Recall the functions of labeling.
7. List down the advantages of test marketing.
8. What is product line?
9. What is meant by white goods?
10. Distinguish between inbound and outbound logistics.
11. What is meant by reverse logistics?
12. What do you mean by the partnership or affiliate marketing?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Describe the role of marketing in the economic development of the nation.
14. Evaluate the functions of marketing management.
15. Detail the different positioning strategies.
16. Define market positioning. What are the elements of market positioning?
17. Explain the advantages and disadvantages of branding.
18. Detail the functions of packaging.
19. Explain the different dimensions of the product mix.
20. Describe the functions of the distribution channel.
21. List down and explain the different types of telemarketing.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Detail the different types of market.
23. Explain the different types of buying motives.
24. Explain in detail the product life cycle (PLC) and product life cycle management (PLCM).
25. Explain the different factors affecting the choice of channel of distribution.

