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Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024

2023 ADMISSIONS REGULAR

M.VOC FPT SEMESTER III - GENERAL

VFPT3G09TM20 - Food Marketing

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What do you mean by promotion mix?
2. What are the problems of agricultural marketing?
3. Who are the different participants in the consumer buying process?
4. Describe the product positioning stage in the segmentation process.
5. What could be the reasons for product failures?
6. List down the functions of food packaging.
7. what is meant by zero level channel?
8. which distribution channel is seen to be in use in conventional marketing?
9. Explain the key elements of a good research report.
10. Describe the pilot stage during conducting surveys.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Briefly explain the components of the marketing mix.
12. What are the different types of consumer behaviour?
13. Explain the advantages and disadvantages of market segmentation.
14. Explain the functions of marketing.
15. What is the importance of product innovation?
16. What do you mean by distribution channel strategy? What are the factors affecting it?
17. Explain the advertising environment with relevant factors.
18. Explain in brief the different types of advertising media.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Evaluate the different segmentation variables or types of segmentation. Suggest a good segmentation method for a seafood processing company.
20. Evaluate the different pricing strategies used in marketing.
21. Write a detailed note on food supply chain and logistics enumerating examples.
22. Describe the different types of advertising with examples.