

TB214540W

Reg. No :

Name :

B. Voc. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)

SEMESTER IV - GENERAL (FOOD PROCESSING TECHNOLOGY)

VFPT4G10B18 - MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Explain the marketing utilities.
2. What is merchandising?
3. State the role of marketing in business.
4. Define market targeting.
5. What is the market defining stage in the segmentation process?
6. What is product mix?
7. Enumerate the characteristics of a good package.
8. What is direct marketing?
9. State the meaning of ostensible marketing.
10. What is meant by zero level channel?
11. What are the elements of a logistics mix?
12. What are the different tools of direct marketing?

Part B

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

(6x5=30)

13. Explain the objectives of pricing. What is meant by price mix?
14. Explain the importance of marketing to society and to the firm.
15. Summarize the features of consumer behaviour.
16. Detail the different positioning strategies.
17. Explain the advantages and disadvantages of branding.
18. Describe in detail "social marketing".
19. What are the advantages and disadvantages of direct marketing?
20. Explain the different types of channel conflicts.
21. Relate remarketing and demarketing.

Part C

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

(2x15=30)

22. Explain the different components of the marketing mix.
23. Explain the segmentation process. Describe the need and importance of market segmentation.
24. Differentiate between pricing policy and pricing strategy. What are the different pricing policies and different pricing strategies?
25. Explain the different factors affecting the choice of channel of distribution.