22/10/25

TM253241W

Reg. No : .....

Name : .....

MASTER'S DEGREE (C.S.S) EXAMINATION, OCTOBER 2025

2024 ADMISSIONS REGULAR

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. Define Marketing Management.
2. Explain the term 'Marketing utilities'.
3. Who are the different participants in the consumer buying process?
4. Define Market segmentation.
5. What could be the reasons for product failures?
6. What is labeling? List down its characteristics.
7. which distribution channel is seen to be in use in conventional marketing?
8. Describe the features of logistics.
9. What is personal selling?
10. What is guerilla advertising?

Part B

II. Answer any Six questions. Each question carries 2 weight (6x2=12)

11. Explain the importance of marketing to society.
12. Critically evaluate the consumer buying process.
13. What are the different types of consumer behaviour?
14. Describe the components of a good food-grade label.
15. What is the importance of product innovation?
16. Describe the process of logistics.
17. Explain in brief the different types of advertising media.
18. What is sales promotion? Explain a few consumers as well as business promotion strategies.

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. Describe in detail the different factors influencing consumer behaviour.
20. Evaluate the problems of small and medium scale entrepreneurs in the Indian food industry.
21. Explain the factors affecting the choice of channels of distribution.
22. Explain the steps in salesforce management.