

**B. VOC. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**  
**SEMESTER IV - COMPLIMENTARY COURSE (FOOD PROCESSING**  
**TECHNOLOGY)**  
**VFP4G10TB - MARKETING MANAGEMENT**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. What is meant by product?
2. What do you understand by a reference group?
3. What is meant by trading – up?
4. What is meant by selective distribution?
5. Who is a wholesaler?
6. What is product mix?

**(6x1=6)**

**PART B**

**II. Answer any seven questions. Each question carries 2 marks.**

7. Define marketing.
8. What is meant by demographic segmentation?
9. What do you understand by test marketing?
10. What is meant by zero level channel?
11. State any four characteristics of E-markets.
12. What is green marketing?
13. What is meant by arbitration?
14. Distinguish between a buyer and user.
15. What is meant by place utility?
16. What are the 4 P's in marketing?

**(7x2=14)**

**PART C**

**III. Answer any five questions. Each question carries 6 marks**

17. Explain the major elements of a promotion mix
18. What do you understand by "conflict" in a distribution channel? Discuss the different types of conflicts.
19. What are the functions of labeling?
20. Distinguish between market targeting and target marketing.
21. What are the prerequisites for effective market segmentation?
22. What is meant by relationship marketing? Explain the various levels of RM.
23. Briefly explain PLC
24. Explain the importance of pricing

**(5x6=30)**

## **PART D**

### **IV. Answer any two questions. Each question carries 15 marks**

25. Define consumer behaviour. Discuss the major factors influencing consumer behaviour.
26. What is meant by pricing? Discuss the various pricing strategies.
27. Explain in detail the emerging trends in marketing.
28. What is meant by distribution channel? Discuss the important channels of distribution.

**(2×15=30)**