

22U5106

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Name:

Reg.No:

FIFTH SEMESTER B.Voc. DEGREE EXAMINATION, APRIL 2025

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC21U SDC5 MM13 - MARKETING MANAGMENT

(Food Processing Technology - Skill Component Course)

(2021 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Define Marketing.
2. Explain the Marketing Philosophy.
3. Recall mass marketing.
4. List out types of brands.
5. Name different positioning strategies.
6. What is the meaning of sales promotion?
7. Explain the types of channel conflict.
8. What do you mean by value network?
9. Define departmental store.
10. What are the functions of advertising?
11. What do you mean by wholesaler?
12. Explain word of mouth marketing.
13. What is a website?
14. What do you mean by B2G?
15. What is Marketing Mix?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. What are the different types of Buying Motives?
17. Define market segmentation. What is its importance? Explain the various steps involved in market segmentation.

18. Analyze the features of product.
19. Hypothesize advantages and limitations of PLC concept.
20. Discuss the advantages and disadvantages of online marketing.
21. What you mean by social media marketing? Explain its importance in current world scenario.
22. What are the types of E-Advertising?
23. What are the different types of E-Payments Systems?

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. What is a 'new product'? Explain the stages of new product development.
25. There are many factors to be considered while selecting channel of distribution. Describe.
26. What is promotion mix? What are the factors influencing promotion mix?
27. Explain different types of E-Commerce business models.

(2 × 10 = 20 Marks)
