

20U471

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Name:

Reg. No:

FOURTH SEMESTER B.Voc. DEGREE EXAMINATION, APRIL 2022

(Regular/Supplementary/Improvement)

CC18U GEC4 FA12 - MARKETING MANAGEMENT

(B.Voc. - Food Processing Technology)

(2018 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

PART – I

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

I. Choose the most appropriate answer from the alternatives given in brackets

1. Which of the following is not an element of marketing mix?
a) Distribution b) Product c) Pricing d) Target market
2. Political campaigns are the example of -----
a) Event marketing b) Cause marketing c) Person marketing d) None of these
3. Risk bearing is a function of -----
a) Research b) Exchange c) Physical Supply d) Facilitating
4. ----- is a security protocol based on digital certificates
a) Digital signature b) Secure sockets layer
c) Secure electronic transactions d) None of these
5. For rural marketing ----- pricing is suitable
a) Penetration b) Skimming
c) Going rate d) Psychological pricing

II. Fill in the blanks:

6. USP stands -----
7. ----- are the retailers who have no fixed place of business
8. The concept of marketing mix was developed by -----
9. The act of creating an image about a product or a brand in the mind of consumers called -----
10. Air conditioners is an example of ----- goods

(10 × 1 = 10 Marks)

PART - II

Answer any *eight* questions in two or three sentences. Each question carries 2 marks.

11. What is brand name?
12. What is market targeting?

13. Define product.
14. What is psychological pricing?
15. What is logistics?
16. What is online marketing?
17. What is word of mouth marketing?
18. What is M-Commerce?
19. What is hacking?
20. Define marketing.
21. What is rural marketing?
22. What is warranty?

(8 × 2 = 16 Marks)

PART - III

Answer any *six* questions. Each question carries 4 marks.

23. How to create long term loyalty relationship?
24. Explain the stages of PLC.
25. Explain the stages of new product development.
26. Explain different E-commerce models.
27. What is sales promotion? Explain its types.
28. Write a short note on
 - a) Guarantee
 - b) Advertising media
 - c) E-marketing
 - d) Price
29. Explain the pricing strategies of rural markets.
30. What are the factors influencing the selection of a distribution channel?
31. Explain the steps in buying decision process

(6 × 4 = 24 Marks)

PART - IV

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

32. What is market segmentation? Explain the bases of market segmentation.
33. Define price. Explain different methods of pricing.
34. Explain marketing mix
35. Explain the security issues in E-Commerce.

(2 × 15 = 30 Marks)
