

21U464S

(Pages: 2)

Name:

Reg. No.....

FOURTH SEMESTER B.Voc. DEGREE EXAMINATION, APRIL 2023

(Food Processing Technology)

CC18U GEC4 FA12 - MARKETING MANAGEMENT

(Common Course)

(2018 to 2020 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

Part - I

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

1. Modern marketing begins and ends with -----
a) Seller b) Producer c) Consumer d) goods.
2. Marketing is a ----- Process.
a) Goal oriented b) Exchange c) Social d) All of these
3. Branding is a function of
a) Research b) Exchange c) Physical Supply d) Facilitating
4. E-marketing is a term ----- e-commerce
a) broader than b) narrower than c) same as d) not related to
5. Green marketing is a part of ----- marketing
a) Social b) Relationship c) Rural d) Niche

II. Fill in the blanks:

6. E-marketing is the marketing conducted through -----
7. ----- marketing refers to serving a small market not served by competitors.
8. ----- is the connecting link between producer and retailer.
9. Excess of brand assets over brand liabilities is called -----
10. ----- refers to charging high price initially.

(10 × 1 = 10 Marks)

Part - II

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

11. Define market.
12. What is market segmentation?
13. What do you mean by consumer behaviour?
14. What is product positioning?
15. What are convenience goods?
16. What is brand label?

17. Define price?
18. What is Niche Marketing?
19. Who is a Hawker?
20. What is break even pricing?
21. Define green marketing.
22. What is telemarketing?

(8 × 2 = 16 Marks)

Part - III

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

23. Distinguish between traditional marketing and E-marketing
24. What are the objectives of sales promotion?
25. What are the different types of itinerant traders?
26. Explain the factors influencing promotion mix.
27. What are the steps in selecting a distribution channel?
28. What are the reasons for adopting penetration pricing?
29. Explain the scope of marketing
30. What are the features of rural markets in India?.
31. What are the social factors influencing consumer behaviour?

(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. What is a new product? Explain the process of new product development
34. Who is a wholesaler? Explain the services rendered by wholesalers?
35. Explain different internet security threats. What are the different tools used meet the internet security threats?

(2 × 15 = 30 Marks)
