

21U5108

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Name:

Reg.No:

FIFTH SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

CC21U SDC5 MM13 - MARKETING MANAGMENT

(Food Processing Technology)

(2021 Admission - Regular)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. What is Conversional Marketing?
2. What do you mean by Social Marketing concept of Marketing?
3. Connect the term Intangible goods.
4. Enumerate product diversification.
5. State product branding?
6. Explain non store retailing
7. What is online marketing
8. Define Marketing Communication.
9. What is an advertising agency?
10. Give expansion of AIDA.
11. What is market testing?
12. What is a website?
13. What is Demarketing?
14. Define Product.
15. Name Consumer goods.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Describe reference group.
17. Describe Product Life Cycle.

18. Explain the types of packages.
19. Explain the steps in price determination?
20. How can you improve the channel co-operation.
21. What are the limitations of sales promotion?
22. Discover the objectives of Pricing.
23. Explain the M-Commerce Applications. Along with the merits of M-Commerce.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Explain the 8 P's of Marketing in detail.
25. What is a 'new product'? Explain the stages of new product development.
26. Define retail trade. Enumerate the different types of retailers.
27. What are the commonly used methods of pre testing?

(2 × 10 = 20 Marks)
