

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2023  
(Fourth Semester)

Branch – Food Processing Technology

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Marketing is a process which aims at -----  
(i) Production (ii) Profit making  
(iii) The satisfaction of customer needs (iv) Selling products
- 2 Which of the following is not an element of demographic segmentation?  
(i) Family size (ii) Income  
(iii) Religion (iv) Population density
- 3 A ----- can be defined as anything that is offered for sale in the open market.  
(i) Product (ii) Place  
(iii) Price (iv) None of the above
- 4 ----- is the exchange value of a product.  
(i) Product (ii) Place  
(iii) Price (iv) Promotion
- 5 A consumer contest is an example of -----  
(i) Advertisement (ii) Sales promotion  
(iii) Indirect selling (iv) Personal selling

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 (a) Define the term marketing.  
OR  
(b) Give the meaning of marketing mix
- 7 (a) Recall the term positioning.  
OR  
(b) Write short note on marketing audit.
- 8 (a) Tell the meaning about branding in marketing.  
OR  
(b) Comment the term Packaging.
- 9 (a) Expand the term SWOT analysis.  
OR  
(b) State the various strategies followed for the pricing.
- 10 (a) What do you mean by Personal Selling?  
OR  
(b) Point out the advantages of advertising.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 (a) Enumerate the various importance of marketing.  
OR  
(b) Explain the various Micro environmental factors.
- 12 (a) Discuss the various obstacles of marketing controls.  
OR  
(b) Examine the various types of market segmentations.
- 13 (a) Describe the various principles of buyer behaviour.  
OR  
(b) Analyze the various stages of product life cycle.
- 14 (a) Outline the various legal implications of marketing plan.  
OR  
(b) Evaluate the various factors determining the pricing decision.
- 15 (a) Distinguish between Online marketing and direct marketing.  
OR  
(b) Elucidate the various sales promotion techniques.

Z-Z-Z

END