

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2022  
(Fourth Semester)

Branch – FOOD PROCESSING TECHNOLOGY

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. \_\_\_\_\_ consist of group of customers who share a similar set of wants.  
(i) Macro Market (ii) Micro Market  
(iii) Mixed market (iv) Market
2. Who is the Father of modern marketing?  
(i) Abraham Maslow (ii) Lester Wunderman  
(iii) Peter Drucker (iv) Philip Kotler
3. What makes your product or service stand out to your target audience?  
(i) Product identification (ii) Product segmentation  
(iii) Product differentiation (iv) Product promotion
4. Dividing the market through variables like age and gender is \_\_\_\_\_ segmentation.  
(i) Geographical (ii) Demographical  
(iii) Psychographical (iv) Behavioural
5. Use of a product in ways that the company has never anticipated is an example of \_\_\_\_\_.  
(i) Line extension (ii) Repositioning  
(iii) Reformulation (iv) Innovation
6. Which of the following is an element to develop brand identity?  
(i) Name (ii) Logo  
(iii) Theme line (iv) All of the above
7. Skimming is an example of \_\_\_\_\_.  
(i) Product promotion (ii) Pricing strategy  
(iii) Product identification (iv) Value addition
8. Indicate the method whereby an organization can assess major external factors that influence its operation in order to become more competitive in the market.  
(i) PEST analysis (ii) SWOT analysis  
(iii) Market analysis (iv) Competitor analysis
9. Identify the aim of advertising  
(i) Mass communication (ii) Cost reduction  
(iii) Competition (iv) None of the above
10. Label the correct use of couponing.  
(i) Utilizing left over (ii) Introducing a company  
(iii) Promotion technique (iv) Market expansion

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Bring out the scope and importance of marketing.  
OR  
b Explain the elements of marketing mix with suitable examples.
- 12 a Describe the process of market audit.  
OR  
b Explain the process of evaluation of competitors.
- 13 a Outline the types of new product.  
OR  
b State the principles of buyer behaviour.
- 14 a Bring out the legal implications of marketing plan.  
OR  
b Outline the significance and methods of product pricing.
- 15 a Compare and contrast direct and online marketing.  
OR  
b Show the importance and role of physical distribution in marketing.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Categorize marketing environment and examine the environmental factors.
- 17 Discuss the obstacles in marketing control.
- 18 Compare the types of packaging relevant to food products and highlight the advantages and limitations of the same.
- 19 Examine SWOT and PEST analysis of a marketing plan for a health drink.
- 20 Highlight key issues to be addressed in developing promotional program and discuss any 2 promotional tools in detail.

Z-Z-Z

END