

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 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)

- Who is the Father of modern marketing?  
a. Abraham Maslow    b. Lester Wunderman    c. Peter Drucker    d. Philip Kotler
- Which of the following is not one of the P's in marketing?  
a. Product                      b. Production                      c. Price                      d. Promotion
- Dividing the market through variables like lifestyle and interest is \_\_\_\_\_ segmentation.  
a. Geographical              b. Demographical              c. Psychographical              d. Behavioural
- What is a segment of potential customers who are likely to buy a product or service known as?  
a. Market                      b. Target market                      c. Micro market                      d. None of the above
- A new flavour for a line of wine coolers is an example of \_\_\_\_\_.  
a. Line extension              b. Repositioning                      c. Reformulation                      d. Innovation
- Identify the phase of product life cycle where sales are low and consumers are getting educated about the product  
a. Introductory              b. Growth                      c. Maturity                      d. Saturation
- State if demand, competition, economic condition and buyers can be influential in product pricing.  
a. False                      b. True                      c. Maybe true                      d. Maybe false
- Skimming is an example of \_\_\_\_\_.  
a. Product promotion                      b. Value addition  
c. Product identification                      d. Pricing strategy
- What are short-term activities designed to generate a temporary increase in sales of the products known as?  
a. Sales promotion              b. Advertising                      c. Personal selling                      d. All of the above
- What is the reduction in price of a product for a short span of time is called?  
a. Strategising                      b. Promotion                      c. Advertising                      d. Price off

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

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

11. Define marketing and narrate the evolution of marketing concepts.

**OR**

Explain the elements of marketing mix with suitable examples.

12. Describe the bases of market segmentation and show its importance.

**OR**

Describe the need and method of marketing survey.

13. Analyse the life cycle stages of a product with the help of graphical presentation.

**OR**

Describe the process of a new product decision in a beverage industry.

14. Show the factors affecting pricing and summarise the strategies for product pricing.

**OR**

Explain how the marketing information gets translated to business resources with suitable examples.

15. Explain the various channels of product distribution.

**OR**

Compare and contrast various online communication channels.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

16. Marketing is the key to any product launch and success. Describe.

17. Discuss the process of marketing audit and elucidate the importance of ethics in marketing.

18. Analyse the purpose of packaging and discuss new trends in packaging material.

19. Differentiate SWOT and PEST approach in business analysis and state its importance to strengthen a business.

20. Examine the types and importance of promotional tools.

Z-Z-Z

END