

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**B.Voc DEGREE EXAMINATION MAY 2018
(Second Semester)**

Branch - FOOD PROCESSING TECHNOLOGY

MARKETING MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10x2 = 20)

- 1 Define marketing management.
- 2 How does marketing differ from selling?
- 3 List down the objectives of marketing audit.
- 4 State the meaning of marketing ethics.
- 5 Point out the need for test marketing.
- 6 Distinguish between packaging and labeling.
- 7 What do you understand by demographic marketing?
- 8 Expansion of SWOT and PEST.
- 9 What do you mean by marketing mix?
- 10 What is product line?

SECTION , -B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Describe the changing scenario of marketing management.
OR
b State the professional and academic development through marketing.
- 12 a Narrate various types of new product.
OR
b What are the obstacles of marketing control?
- 13 a Elucidate the new trends in packaging.
OR
b Mention the objectives of brand promotion online.
- 14 a What are the steps used to evaluate the competitors?
OR
b What are the different kinds pricing methods.
- 15a Write down various channels of distribution.
OR
b Discuss the product life cycle.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the merits, demerits and present trend in e-marketing.
- 17 Elaborate the purpose and types of packaging.
- 18 What are the steps in new product development?
- 19 Describe the procedure for translating information into strategies and strategies into business resources.
- 20 Illustrate various promotional tools used in business.