

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

B.Voc DEGREE EXAMINATION MAY 2017  
(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 (10 x 2 = 20)

- 1 Define the term 'Marketing'.
- 2 List out two examples of market.
- 3 What is the marketing ethics?
- 4 Define the term 'Product'.
- 5 Give short notes on 'E-Building'.
- 6 What is a brand?
- 7 Expand 'SWOT'.
- 8 Give short notes on market signals.
- 9 What is meant by product line?
- 10 What is personal selling?

**SECTION - B (25 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a What is micro marketing? How does it differ from macro marketing?  
OR  
b 'The adoption of the marketing concept in India seems to be on the increase'. Discuss.
  - 12 a What is a new product? Give its types and design process.  
OR  
b Describe the various obstacles to marketing control.
  - 13 a Bring out the principles of buyer behaviour.  
OR  
b How do you promote the brand in online? Explain.
  - 14 a Write a note on PEST analysis.  
OR  
b Describe the steps involved in the identification of strategic marketing position.
  - 15 a State the importance of distribution channels in marketing.  
OR  
b What is product life cycle? Explain its stages.
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**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Explain the various challenges in E-marketing.
- 17 What is test marketing? What information should be collected during the test?
- 18 'Packaging acts as a silent salesman'. Do you agree? Explain.
- 19 Explain the various methods of pricing.
- 20 Write a detailed note on Four P's in marketing mix. Give its significance in the competitive environment.

**Z-Z-Z**

END