

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVoc DEGREE EXAMINATION DECEMBER 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 Marketing.
- 2 What is macro marketing?
- 3 Define Marketing Audit.
- 4 What is Test Marketing?
- 5 What is branding?
- 6 Define packaging.
- 7 Name any two pricing techniques.
- 8 Name the four p's of marketing.
- 9 What is sales promotion?
- 10 Define Advertising.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a What are the challenges in E-marketing?
OR
b Explain the concept of marketing in food industry.
- 12 a Explain the ethics to be followed in marketing.
OR
b Explain the need for packaging.
- 13 a What is Buyer behaviour? Explain the factors influencing buyer behaviour.
OR
b Explain the significance of promoting a brand.
- 14 a Elaborate the steps involved in building a master plan.
OR
b Write a note on SWOT Analysis.
- 15a Explain the role of distribution in marketing.
OR
b Discuss Direct Marketing as a promotion tool.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the changing scenario of marketing with reference to food Industry.
- 17 Explain new product decision process in detail.
- 18 Explain the purpose of packaging and new trends in packaging.
- 19 Discuss the methods of pricing in detail.
- 20 Explain various channels of distribution in detail.