

MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR
SEMESTER END THEORY EXAMINATION, B. Tech. Dairy Technology 2018-19

Semester	: IV (New Syllabus)	Academic Year	: 2018-2019
Course No.	: DBM - 405	Course Title	: Marketing Management and International Trade
Credits	: 2+0=2	Total Marks	: 50
Day & Date	: Thursday, 20.06.2019	Time	: 15.00 to 17.00 Hrs.

- Note :
- 1) All questions from Section 'A' are compulsory.
 - 2) Solve Any Five questions from Section 'B'.
 - 3) Draw neat and well labeled diagram wherever necessary.

SECTION - 'A'

Q. 1 A) Choose the most appropriate answer from the options given below. (05)

- i) In a customer value hierarchy, the fundamental level is called which the customer is really buying.
 - a) Core benefit
 - b) Basic product
 - c) Expected product
 - d) Augmented
- ii) Pricing strategy used by companies unveiling a new technology favour setting high prices
 - a) Maximum current profit
 - b) Maximum market skimming
 - c) Survival
 - d) None of the above
- iii) First stage of new product development process is
 - a) Introduction
 - b) Maturity
 - c) Growth
 - d) All of these
- iv) This is an option of place advertising
 - a) Billboards
 - b) Public spaces
 - c) Point of purchase
 - d) All of the above
- v) First step of marketing research is
 - a) Deciding problem
 - b) Data collection
 - c) Analysis of data
 - d) None of these

B) Define the following (05)

- i) Negative Demand
- ii) Supply chain
- iii) Potential market
- iv) Advertising
- v) Personal selling

(P.T.O.)

- Q. 2 A) Answer in one sentence. (05)
- i) Give two type of questions used in market research.
 - ii) Give the examples of social factors influencing consumer behaviour.
 - iii) Any two bases for segmentation of consumer markets.
 - iv) State two ways of expanding total market demand.
 - v) State elements of 4 P's.
- B) State whether True or False. If false, rewrite the statement after making necessary corrections. (05)
- i) The focus of marketing orientation is sales transaction.
 - ii) Overfull demand is the ideal situation for organizations.
 - iii) All those individuals who have not yet bought the firms product/brand are called first time buyers.
 - iv) The stage of competition where much of the competitive wars fought is called 'opportunity stage'
 - v) Census and sample are associated with secondary data collection in market research.

SECTION - 'B'

- Q. 3 Explain concepts of marketing management and state different types of market. (06)
- Q. 4. Describe functions of marketing with suitable example. (06)
- Q. 5 Explain consumer buying behaviour process. (06)
- Q. 6
- a) Explain micro environmental factors affecting marketing. (02)
 - b) What is targeting and positioning. (02)
 - c) State objective of marketing management. (02)
- Q. 7
- a) Explain product life cycle. (03)
 - b) Describe process of entering international market. (03)
- Q. 8
- a) Write a note on 'Sales promotion'. (02)
 - b) Write a note on 'Advertising'. (02)
 - c) Enlist method of pricing milk with respect to milk procurement. (02)
- Q. 9
- a) Explain role of packaging in marketing (02)
 - b) Describe in details the marketing mix. (04)

ANSWER KEY

DBM - 405 (2+0=2)

Marketing Management and International Trade

SECTION - 'A'

Q. 1 A) Choose the most appropriate answer from the options given below.

- i) a) : Core benefit
- ii) b) : Maximum market skimming
- iii) a) : Introduction.
- iv) d) : All of the above
- v) a) : Deciding problem

B) Define the following;

- i) Negative Demand : Consumer dislike the product and may even pay to avoid it.
- ii) Supply chain : Longer channel stretching from raw materials to components to finished products
- iii) Potential Market : Set of consumers with a sufficient level of interest in a market offer.
- iv) Advertising : Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
- v) Personal selling : Face to face interaction with one or more prospective purchases for the purpose of making presentations, answering questions and procuring orders.

Q. 2 A) Answer in one sentence;

- i) a) Open ended, b) Close ended
- ii) a) Reference group, b) Family, c) Social roles and status.
- iii) a) Geographic, b) Demographic c) Psychographic, d) Behavioural
- iv) a) New customers, b) More usage.
- v) Product ,place, price and promotion

B) State whether True or False. If false, rewrite the statement after making necessary corrections.

- i) False : The focus of marketing orientation is customer.
- ii) False : Full demand is the ideal situation for organizations.
- iii) False : All those individuals who havenot yet bought the firms product/brand are called first time prospect.
- iv) False : The stage of competition where much of the competitive wars fought is called 'existing marketing stage'
- v) False : Census and sample are associated with primary data collection in market research.
