

MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR
SEMESTER END THEORY EXAMINATION, B.Tech. (D.T.) Degree Course 2017-18

Semester : **IV (New Syllabus)**

Academic Year : 2017-2018

Course No. : DBM - 405

Course Title : Marketing Management
and International Trade

Credits : 2+0=2

Total Marks : 50

Day & Date : Friday, 15.06.2018

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) Name the stage of product life cycle where there will be slowdown in sales growth because the product has achieved acceptance by most potential buyers
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- ii) The level in customer value hierarchy which encompasses all the possible augmentations and transformations which the product or offering might undergo in future
 - a) Basic product
 - b) Expected product
 - c) Augmented product
 - d) Potential product
- iii) Name the pricing method which involves fixed fee plus a variable usage fee
 - a) Mixed bundling
 - b) Two part pricing
 - c) Product line
 - d) Optional feature pricing
- iv) Pricing strategy adopted in companies faced with overcapacity, intense competition, or changing consumer wants
 - a) Survival
 - b) Product quality leadership
 - c) Maximum market share
 - d) All of these
- v) Retailer selling goods to consumer is a
 - a) Retailing
 - b) Distribution
 - c) Whole-selling
 - d) All of these

B) Define the following terms; (05)

- i) Consumer demand
- ii) Terminal market
- iii) Penetrated market
- iv) Consumer behavior
- v) Market segment

(P.T.O.)

- Q. 2 A) Answer in one line. (05)
- i) State two sources of data for market research.
 - ii) Give any two examples of key customer markets.
 - iii) State any two elements of demographic segmentation.
 - iv) What is advertisement?
 - v) First two stages of product life cycle.
- B) State whether True or False. If false, rewrite the statement after making necessary corrections. (05)
- i) Consumer demand based on the taste and preferences of the consumer relevant to the product.
 - ii) The demand state when the target market is disinterested or indifferent to a product is called negative demand.
 - iii) Competition is an unnecessary evil.
 - iv) Horizontal market analysis refers to identification of the level at which the firm sells.
 - v) The first process of market research is identifying research objectives.

SECTION - 'B'

- Q. 3 Explain the concept of marketing segmentation. (06)
- Q. 4 Describe the scope and importance of marketing management with example. (06)
- Q. 5 Explain marketing research process. (06)
- Q. 6
- a) Explain macro environmental factors affecting marketing. (02)
 - b) Describe any one future demand measurement technique. (02)
 - c) What is marketing mix? (02)
- Q. 7
- a) Explain the level of market segmentation. (03)
 - b) Briefly describe salient features of international marketing. (03)
- Q. 8
- a) Write a note on 'Personal selling'. (02)
 - b) Write a note on 'Publicity'. (02)
 - c) Explain steps of new product development process. (02)
- Q. 9
- a) Explain role of brand in marketing. (02)
 - b) Describe the different marketing channels. (04)
