

MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR
SEMESTER END THEORY EXAMINATION, B. Tech. (DT)

Semester	: V (V Dean)	Academic Year	: 2024-2025
Course No.	: DBM-508	Course Title	: Marketing Management and International Trade
Credits	: 2+0=2	Total Marks	: 50
Day & Date	: Wednesday; 30/04/2025	Time	: 2.00 hrs.

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

SECTION –‘A’

- Q. 1 A) Define the following. (05)
- Marketing channel
 - Micro environment
 - Market planning
 - Advertising
 - Product Life Cycle
- B) Expand the following. (05)
- MIS
 - AoA
 - PLC
 - WTO
 - R and D
- Q. 2 A) State whether True or False. If false, rewrite the statement after making necessary corrections in underlined word(s). (05)
- Dividing the market is called as positioning.
 - The world market is derived from the latin word Marcatus.
 - Transportation creates time utility.
 - India ranks second in milk production.
 - Dumping is the price of a product when sold in the importing country is more than the price of that product in the market of the exporting country.
- B) Choose the most appropriate answer from the options given below. (05)
- has a fair to very good accuracy for short and long term forecasts.
 - Judgement technique
 - Prior knowledge
 - Trent line technique
 - Delphi method
 - Age, Income, Gender are grouped under
 - Demographic Segmentation
 - Psychographic Segmentation
 - Geographic Segmentation
 - Behavioral Segmentation
 - means you appoint third parties, like agents or distributors, to represent your company and your products abroad.
 - Direct exports
 - Customization
 - Indirect exports
 - Franchising

(P.T.O.)

- iv) The market which deals with a wide range of commodities is called as
- | | |
|----------------|------------|
| a) Wholesale | b) Retail |
| c) Specialized | d) General |
- v) Free samples are given to consumers in case of
- | | |
|---------------------|----------------|
| a) Personal selling | b) Advertising |
| c) Sales Promotion | d) Publicity |

SECTION - 'B'

- Q. 3 A) What is mean by market environment? Different between Micro and Macro environment. (05)
B) Describe the criteria for market segmentation. (05)
- Q. 4 A) Elaborate various steps involved in market planning process. (05)
B) Explain 5 M's of advertising. (05)
- Q. 5 A) Describe briefly the factors influencing consume buying behavior. (03)
B) Discuss the scope of marketing management. (03)
C) Describe the new product development process with an example. (04)
- Q. 6 A) Explain the marketing research process. (03)
B) Write a short note on retailing. (03)
C) Write an explanatory note on WTO. (04)
- Q. 7 Explain the 4P's of marketing mix along with schematic diagram. (10)
