

**MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR**  
**SEMEISTER END THEORY EXAMINATION, B.TECH. (D.T.) DEGREE COURSE**

Semester	: V (V Dean)	Academic Year	: 2023-2024
Course No.	: DBM-508	Course Title	: <b>Marketing management &amp; International Trade</b>
Credits	: (2+0=2)	Total Marks	: 50
Day & Date	: 20/05/2024	Time	: 2.00 Hrs.

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

**SECTION –‘A’**

Q. 1 A) Choose and indicate the most appropriate answer for the following. (05)

- i) Marketing mix consists of .....
  - a) Production recognition
  - b) Price structure
  - c) Distribution planning
  - d) All of these
- ii) Marketing is a process which aims at .....
  - a) Production
  - b) Profit making
  - c) Satisfaction of customer needs
  - d) Selling products
- iii) ..... buy the products and ..... use products.
  - a) Customers and consumers
  - b) Consumers and customers
  - c) Buyers and sellers
  - d) Buyers and customers
- iv) Stages of PLC are (i) Introduction (ii) Growth (iii) Accessible (iv) Maturity (v) Decline (vi) Attitude .....
  - a) i, ii, iii and iv
  - b) ii, iii, iv and v
  - c) i, ii, iv and v
  - d) All of these
- v) The Biggest or greatest amount of involvement in a foreign market comes through which of the following?
  - a) Exporting
  - b) Joint Venture
  - c) Licensing
  - d) Direct Investment

B) Define the following terms. (05)

- i) Joint Venture
- ii) Personal Selling
- iii) Brand
- iv) Product Line
- v) Market

Q. 2 A) Do as directed. (05)

- i) State two sources of secondary data.
- ii) State two examples of micro and macro marketing environment.
- iii) How marketing of food and dairy products is different from marketing of other products.
- iv) Difference between advertisement and publicity.
- v) Disadvantages of monopoly market to customers.

(P.T.O.)

- B) State whether True or False. If false, rewrite the statement after making necessary corrections. (05)
- i) Launching a product in a small part of the market is called as test marketing.
  - ii) Marketing is basically selling and advertising.
  - iii) Buying, selling, transporting, and storing are universal marketing functions.
  - iv) The "four Ps" of the marketing mix are people, products, price, and promotion.
  - v) Published report is an example of secondary data.

**SECTION – 'B'**

- Q. 3 a) Explain the concepts of marketing management and functions of marketing. (05)  
b) Explain the 5 M's of advertising. (05)
- Q. 4 a) What is marketing environment and explain its types. (05)  
b) What is marketing mix and explain it in details with suitable diagram. (05)
- Q. 5 a) Write a note on importance of marketing information system. (03)  
b) What is market segmentation and explain the basis of segmentation. (03)  
c) Explain the process of market research. (04)
- Q. 6 a) Explain in brief the product life cycle (03)  
b) What is demand forecasting and explain any one method of demand forecasting (03)  
c) Explain the process of new product development (04)
- Q. 7 a) Explain the salient features of international marketing. (05)  
b) Write a note on World Trade Organization (WTO). (05)

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