

**MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR**  
**SEMESTER END THEORY EXAMINATION, B. Tech. Dairy Technology 2019-20**

Semester	: V (V Dean)	Academic Year	: 2019-2020
Course No.	: DBM-508	Course Title	: Marketing Management and International Trade
Credits	: 2+0=2	Total Marks	: 50
Day & Date	: Monday, 13.01.2020	Time	: 11.00 to 13.00 Hrs

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

**SECTION –‘A’**

- Q. 1    A) Choose the most appropriate answer from the options given below. (05)
- i) Which of the following marketing function creates form utility to commodities / products?
    - a) Storage
    - b) Processing
    - c) Transportation
    - d) None of these
  - ii) The market which deals with a wide range of commodities is called .....
    - a) Wholesale
    - b) Retail
    - c) Specialized
    - d) General
  - iii) ..... markets are closest to consumers.
    - a) Wholesale market
    - b) Regulated market
    - c) Retail market
    - d) None of these
  - iv) The basic type of advertizing is .....
    - a) Informative
    - b) Persuasive
    - c) Reminder
    - d) All of these
  - v) Brand in the elements of marketing mix is .....
    - a) Product
    - b) Place
    - c) Promotions
    - d) All of these
- B) Define the following terms.
- i) Marketing Management
  - ii) Market Segmentation
  - iii) Advertizing
  - iv) Retailing
  - v) International Marketing
- Q. 2    A) Answer the following questions. (05)
- i) Name the person popularly known as father of marketing.
  - ii) What is consumer buying behavior?
  - iii) Enlist components of market structure.
  - iv) State any one marketing channel for milk marketing.
  - v) Enlist stages of international marketing.

- B) State whether True or False. If false, rewrite the statement after making necessary corrections. (05)
- i) Age and sex are the elements of geographic segmentation.
  - ii) Growth is the last stage of product life cycle.
  - iii) Distribution is the last stage of marketing.
  - iv) WTO established in 1991.
  - v) Economical and political are the factors of micro environments.

### SECTION –‘B’

- Q. 3 A) Explain the scope and importance of marketing management in industrial organizations. (05)  
B) Differentiate between Micro and Macro environments. (05)
- Q. 4 A) Discuss marketing mix with suitable diagram. (05)  
B) Explain 5M's of advertizing. (05)
- Q. 5. A) What is marketing management process? (03)  
B) Discuss various steps of marketing research. (03)  
C) Write an explanatory note on WTO. (04)
- Q. 6 A) Write a various bases of market segmentation. (03)  
B) State different stages of product life cycle with suitable diagram. (03)  
C) Write an explanatory note on Export and Import. (04)
- Q. 7 Differentiate between International marketing and International trade. Explain in detail food and dairy Product marketing. (10)

\*\*\*\*\*