

MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR
SEMEISTER END THEORY EXAMINATION, B.TECH. (D.T.) DEGREE COURSE 2018-19

Semester	: V (V Dean)	Academic Year	: 2018-2019
Course No.	: DBM-508	Course Title	: Marketing Management & International Trade
Credits	: 2+0=2	Total Marks	: 50
Day & Date	: Saturday, 05/01/2019	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 labeled diagram wherever necessary.

SECTION – 'A'

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

- i) Central AGMARK laboratory is located at
 - a) New Delhi
 - b) Faridabad
 - c) Nagpur
 - d) Hyderabad
- ii) Wholesalers and retailers fall under
 - a) Merchant
 - b) Agent
 - c) Facilitative
 - d) All of these
- iii) market is the closest to consumers.
 - a) Wholesale
 - b) Regulated
 - c) Seaboard
 - d) Retail
- iv) WTO established in the year
 - a) 1992
 - b) 1993
 - c) 1995
 - d) 1997
- v) Marketing mix must be oriented.
 - a) Buyer
 - b) organization
 - c) Retailer
 - d) None of these

B) Define / Explain the following terms. (05)

- i) Retailing
- ii) Grading
- iii) Packaging
- iv) Advertising
- v) Product

Q. 2 A) Answer the following. (05)

- i) Enlist different stages of product life cycle.
- ii) State two examples of sales promotions.
- iii) Write any two elements of micro environments.
- iv) Write any two channels for fluid milk marketing.
- v) State different types of market.

- B) State TRUE or FALSE. Rewrite false statement after making necessary corrections. (05)
- i) Two axis pricing policy of milk consider fat percent in milk.
 - ii) Consumer buying behavior is influenced by economic factors only
 - iii) Age and Sex are the elements of demographic segmentation.
 - iv) Insurance shifts risk in marketing.
 - v) International trade may takes place due to the difference in the comparative cost of production between countries.

SECTION – 'B'

- Q. 3 A) Discuss concept of marketing with its functions. (05)
B) Explain the scope and importance of marketing management. (05)
- Q. 4 A) What is market segmentation? Explain different bases for market segmentation. (05)
B) Differentiate between micro and macro marketing environments. (05)
- Q. 5. A) What is product policy and planning? (03)
B) State importance of new product development. (03)
C) Write an explanatory note on marketing research and marketing information system. (04)
- Q. 6 A) Explain the pricing policy of milk in organized and unorganized sectors of dairy industry. (03)
B) Write an explanatory note on "Advertising". (03)
C) Differentiate between "International Marketing and International Trade". (04)
- Q. 7 Explain in detail about marketing mix with suitable example and diagram. (10)
