



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Technology) 2020 Admission
V Semester Final Examination – February 2023

Beas.3111

Marketing Management and International Trade (2+0)

Marks: 50
Time: 2 hours

I State True or False

(10x1=10)

1. The production concept is one of the newest concepts in business.
2. Customer-perceived value is based on the difference between benefits the customer gets and costs he or she assumes for different choices.
3. Social class is the fundamental determinant of a person's wants and behavior.
4. Psychogenic needs arise from the physiological states of tension such as hunger or discomfort.
5. A market segment consists of a group of consumers who share a similar set of needs and wants.
6. A segment is attractive when there are actual or potential substitutes for the product.
7. Points-of-parity may be shared among two or more brands.
8. A product is anything that can be offered to a market to satisfy a want or need.
9. A pricing system in which there is a "fixed" fee and then a variable "usage" fee is called bundling.
10. Shrinking the amount of product instead of raising the price is a good way to counteract consumer resistance to price increases.

II Write short notes on ANY FIVE of the following

(5x2=10)

1. Explain the concept of selective retention and its association with marketing.
2. What are the six steps involved in the marketing research process?
3. Explain total customer satisfaction.
4. Explain the concept of differentiated marketing.
5. With respect to positioning, explain points-of-parity and points-of-difference.
6. Define marketing channels.
7. Define marketing communications.

III Answer ANY FIVE of the following

(5x4=20)

1. Discuss the different ways that can be adopted by small manufacturing firms to conduct market research.
2. Explain the differences between culture, subculture, and social class.
3. Briefly describe the seven steps in the segmentation process.
4. The vast array of products that consumers buy can be classified on the basis of shopping habits and are broken down into four main areas. List these four main classifications of consumer goods and explain what elements are included within.
5. Explain the concepts of product-mix width, length, depth, and consistency.
6. Briefly explain the various levels of marketing channels.
7. Briefly describe the role of television as an advertising medium.

IV Write an essay on ANY ONE of the following

(1x10=10)

1. What are the elements of the marketing communications mix? Explain each one of them in detail with relevant examples.
2. What is APEDA? When it was found and under what act? What are its assigned functions? What are the scheduled product categories monitored by APEDA?
