



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Technology) 2022 Admission
V Semester Final Examination – January 2025

Beas.3111

Marketing Management and International Trade (2+0)

Marks: 50
Time: 2 hours

I Choose the correct answer (10x1=10)

1. Despite the data glut that marketing managers receive, they frequently complain that they lack _____.
 - A. Enough Information of the Right Kind
 - B. Timely Information
 - C. Accurate Information
 - D. Reliable Information
2. _____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.
 - A. The marketing information system
 - B. Marketing intelligence
 - C. Marketing research
 - D. Competitive intelligence
3. Market segmentation is required
 - A. For avoiding cold calls
 - B. To increase production
 - C. For territory allocation
 - D. For focused marketing
4. Marketing channels can achieve economies of scale through
 - A. Overcoming Spatial Discrepancies
 - B. Specialization and Division of Labour
 - C. Contact Expertise
 - D. Overcoming Temporal Discrepancies

Fill in the blanks

5. Protection and support to the unorganised sector is needed for both and development.
6. Brand switching is one of the objectives of
7. is the full form of NCCS in media planning

State True or False

8. WTO is associated with Dunkel Proposals
9. Export Promotion is one of the Main functions of Tea Board of India
10. Foreign trade is an exchange of capital, goods, and services across international borders or territories

II Write short notes on ANY FIVE of the following (5x2=10)

1. What is Marketing Mix?
2. Define consumer buying behavior.
3. What is market measurement?
4. Describe Product Life Cycle.
5. List out the objectives of Advertising.
6. What are the features of International Marketing?
7. Which institution set up by the Indian Government to promote export trade?

III Answer ANY FIVE of the following (5x4=20)

1. Explain the functions of Marketing.
2. Describe the elements of Marketing Mix.
3. Differentiate between Retailing and Wholesaling.
4. Explain the promotion mix decision in detail.
5. Discuss the Social class differences in food consumption in the world
6. Explain the salient features of International Marketing.
7. Sketch out the world trade agreements related to food business.

IV Write an essay on ANY ONE of the following (1x10=10)

1. Explain the nature and scope of Marketing Management.
2. Explain the factors affecting the consumer behaviour.
