



**KERALA AGRICULTURAL UNIVERSITY**  
**B. Tech.(Food Technology) 2023 & previous admission**  
**V Semester Final Examination – January 2026**

Beas.3111

**Marketing Management and International Trade (2+0)**

**Marks: 50**  
**Time: 2 hours**

- I Fill in the blanks** **(10x1=10)**
1. .... is the father of Modern Marketing.
  2. The APEDA was established by the Government of India in .....
  3. A marketing plan does not have to be .....
  4. The sequence of traditional production supply chain is .....
  5. Promotion decision involves .....
  6. Advertising, Publicity, Personal selling, Sales promotion, these are also termed as the four elements of .....
  7. .... factors affects international marketing decisions.
  8. The initiative developed by WHO “Five keys to safer food” is for .....
- Answer the following**
9. What do you mean by joint ventures?
  10. Which part of the consumers income interests the marketers?
- II Write short notes on ANY FIVE of the following** **(5x2=10)**
1. What are the elements of marketing mix?
  2. Explain shortly on market measurement.
  3. Point out the importance of advertising message.
  4. What do you mean by media planning?
  5. Write a note on sales promotion?
  6. Give a note on exporting types.
  7. Briefly explain any two government institutions related to international food trade.
- III Answer ANY FIVE of the following** **(5x4=20)**
1. List the important elements of micro-environment of an organization in a market.
  2. Explain the functions of marketing.
  3. Briefly note on pricing decisions.
  4. Write a note on Retailer Marketing Decisions?
  5. Write a note on diary industry in Indian trends?
  6. Describe the export trend of food products in India.
  7. Explain the global pattern of food consumption.
- IV Write an essay on ANY ONE of the following** **(1x10=10)**
1. Distinguish between marketing information system and marketing research.
  2. Environmental influences of International Marketing – Elucidate.

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