



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech.(Food Technology) 2021 Admission**  
**V Semester Final Examination – January 2024**

Beas.3111

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

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

**I Fill in the blanks**

**(10x1=10)**

1. Every product has a limited .....
2. Extension of marketing activities across the globe is called as .....
3. A distribution channel is a chain of business, it reaches the end of .....
4. Product planning is the process of searching ideas for .....
5. APEDA full form is .....

**State True or False**

6. The third stage of product life cycle is Growth.
7. Pricing is nothing but exchange value of particular product in monetary terms.
8. Product mix is not combination of product line club together.
9. Advertising is a form of promotion and idea of goods and services.
10. The partners to joint venture are called Coverture.

**II Write short notes on ANY FIVE of the following**

**(5x2=10)**

1. Define 'Marketing'.
2. What is Marketing Mix?
3. Write a short note on 'Marketing Channel'.
4. Give a note on 'Product brand'.
5. Write a short note on 'Licensing'.
6. Give a note on 'Pricing decisions'.
7. Write a shot note on 'WTO'.

**III Answer ANY FIVE of the following**

**(5x4=20)**

1. Enumerate the functions of Marketing.
2. Explain the significance of product planning.
3. Describe the concept of market segmentation.
4. Elucidate the salient features of International marketing.
5. Clarify the advantages of personal selling.
6. Spell out the methods of sales promotion.
7. Give a brief note on 'Tea Board' of India.

**IV Write an essay on ANY ONE of the following**

**(1x10=10)**

1. Examine the factors influencing price determination.
2. Analyse the various stages of product life cycle.

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