

D 13377**(Pages : 3)****Name.....****Reg. No.....****FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021**

Logistics Management

GEC 5MM 13—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. Which is a base of green marketing ?
 - (a) Green house gas reduction market.
 - (b) Capital flow.
 - (c) Programme.
 - (d) Product.
2. The market process involves, which functions ?
 1. Buying, 2. Transporting, 3. Storing, 4. Selling, 5. Grading, 6. Financing, 7. Risk bearing, 8. Dividing.
 - (a) 1, 3 and 4.
 - (b) 1, 2, 3, 6 and 7.
 - (c) Only 3.
 - (d) All of these.
3. Which is not a form of Internet Marketing ?
 - (a) On-line marketing.
 - (b) Internet advertising.
 - (c) e-Marketing.
 - (d) Product mix and branding.
4. The market environment consists :
 - (a) Socio-economic.
 - (b) Technology.
 - (c) Competition.
 - (d) All of these.
5. Which is the problem of marketing communication ?
 - (a) Distance.
 - (b) Hidden sources and data.
 - (c) Lack of trust.
 - (d) All of the above.
6. The marketing manager have to carry out their responsibilities integrating all these factors in the management :
 - (a) Process.
 - (b) Objective.
 - (c) Goals.
 - (d) Opportunity.

Turn over

7. Element of promotion mix : (i) Personal selling ; (ii) Sales promotion ; (iii) Public relations; (iv) Direct mail ; (v) Trade fairs and Exhibitions ; (vi) Advertising.
- (a) (i), (ii), (iii) and (iv). (b) (ii), (i), (iv) and (v).
(c) (iii), (iv), (v) and (vi). (d) All of the above.
8. The most structured marketing problems are likely to be those dealing with
- (a) Product. (b) Promotion.
(c) Place. (d) Price.
9. Internet marketing does not deal :
- (a) Advertising.
(b) Interactive marketing.
(c) E-mail marketing and web advertising.
(d) Display advertising.
10. Internal marketing environment includes (i) Employees ; (ii) Markets ; (iii) Service provider ; (iv) Local shareholder ; (v) Consumer.
- (a) (i), (ii) and (iii). (b) (i), (iii) and (iv).
(c) (ii), (iii) and (iv). (d) (ii), (iv) and (v).

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.
Each question carries 2 marks.*

11. What is national market ?
12. What is retail market ?
13. What is branding ?
14. What is production concept ?
15. What is product mix ?
16. What is market segmentation ?
17. What is Target marketing ?
18. What is promotion mix ?
19. What is advertising ?
20. What is service marketing ?
21. What is social marketing ?
22. What is relationship marketing ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.
Each question carries 4 marks.*

23. Explain traditional concept of marketing.
24. Explain the elements of marketing.
25. Explain the importance of marketing.
26. Write a note on macro environment.
27. What is product mix ? Explain the factors influencing product mix.
28. Explain the advantages of product life-cycle.
29. What is market segmentation ? Explain the process of market segmentation.
30. Write a note on niche marketing.
31. Write a note on internet marketing and e-advertising.

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.
Each question carries 15 marks.*

32. What is marketing ? Explain scope of marketing.
33. What is marketing mix ? Explain factors affecting marketing mix.
34. What is marketing environment ? Explain the types of marketing environment.
35. What is rural marketing ? Explain the growing importance rural marketing.

(2 × 15 = 30 marks)