

D 130675**(Pages : 2)****Name.....****Reg. No.....****FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2025****Dairy Science and Technology****SDC5DT28—MARKETING OF MILK PRODUCTS AND INTERNATIONAL TRADE****(2021 Admissions)****Time : Two Hours****Maximum : 60 Marks****Section A***All questions can be answered.**Each question carries 2 marks.**Ceiling 20 Marks.*

1. Which are the key steps of marketing management ?
2. Which are the steps involved in consumer buying process ?
3. What are the different components of product ?
4. What are the functions of marketing channels ?
5. Explain the vertical marketing system.
6. What are the different stages in product life cycle ?
7. What are the steps involved in advertising management process ?
8. What are the roles of publicity ?
9. Classify sales promotion schemes.
10. Explain basic principles of WTO ?
11. Advantages and disadvantages of direct export ?
12. Define international marketing.

Turn over

Section B (Paragraph)

All questions can be answered.

Each question carries 5 marks.

Ceiling 30 Marks.

13. Illustrate the environment of business ?
14. What are the difference between market demand and market forecast ?
15. Explain stepwise process of market segmentation ?
16. Explain challenges in launching new products ?
17. Explain horizontal marketing system ?
18. What are the problems in milk and milk product marketing ?
19. What are publicity tools and explain any *two* ?

Section C (Essays)

*Answer any **one** of the following.*

The question carries 10 marks.

20. Explain in detail about consumer buying process and factors affecting the same ? What are types of wholesalers ?
21. What are the stages of internationalization and explain any *two* ? Explain distribution channels in detail.

(1 × 10 = 10 marks)