B.Voc Even Semester Examination, 2025

FOOD PROCESSING / FARM MACHINERY & POWER TECHNOLOGY

Course No.: BVA-401
(Principles of Marketing and Accounts)

Full Marks: 70
Pass Marks: 28

Time: 3 hours

Note: 1. Attempt any one question from each unit.
2. Begin each answer in a new page
3. Answer parts of a question at a place
4. Assume reasonable data wherever required
5. The figures in the right margin indicate full marks for the question

UNIT-I

1. Write short note on-

a) Need

b) Demand

c) Products

d) Value

e) Cost

f) Market

g) Satisfaction 2x7=14

2. What is relationship between exchange and transaction. Note down the five conditions that must be satisfied for exchange to take place. 14

UNIT-II

3. Briefly discuss about:

   a) The societal marketing concept.

   b) The marketing mix. 7+7=14

4. Compare the traditional marketing concept with the modern marketing concept. 14

UNIT-III

5. Define aggregation and segmentation ? Enlist the differences between selling and marketing. 4+10=14

6. a) Explain the process that should follow during marketing.

   b) What are the scopes of marketing. 7+7=14

UNIT-IV

7. a) What is targeting?

   b) Explain the threats that a company might face during growth. 4+10=14

8. a) What is positioning?

   b) Explain the five patterns that a company can consider for target market selection. 4+10=14

UNIT-V

9. a) What is sale promotion?

   b) Note down the objectives of sales promotion. 4+10=14

10. a) What is personal selling?

    b) Note down the objective of personal selling. 4+10=14

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