

MAY 2013

**P/ID 77588/PMBG4**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. State the Marketing Risks faced by Ports.
2. Define Port Marketing and state its importance in the present global scenario.
3. Mention the purpose of Port Marketing short and long term plans.
4. State the steps involved in Port Marketing Planning Process.
5. What do you meant by Vessel transit time?
6. State the techniques of Port Promotion.
7. What do you understand by Time series analysis?
8. Write note on
  - (a) Distribution cost
  - (b) Market research.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain how the various sections of the marketing plan should be used to avoid risks and limit the business exposure to risks.
10. Elaborate the difference between strategic and operational marketing and state their importance.
11. Explain the significance of short term and long term plans in Port marketing planning.
12. Describe the nature of Port Competition at international level.
13. Narrate the role of shipowners and freight contractors in Port marketing.
14. Discuss the importance of market reports in Port promotion.
15. Elaborate the importance of Pricing and Market research in Port Marketing.

16. List the components of quantitative and qualitative research and state its importance.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Draw a marketing plan for a newly developed port having two berths only 200 kms away from a major port.
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