

MAY 2014

**P/ID 77588/PMBG4/  
PMSP4**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. List out the specific challenges faced by ports in marketing their services.
2. What do you mean by port marketing? Brief its importance in present Indian scenario.
3. Brief the purpose of port marketing planning.
4. State the objectives of developing a marketing strategy for ports.
5. Brief the nature of port competition.
6. State the role of freight forwarders and freight contractors in port Industry.
7. Discuss the steps involved in Marketing Research Process.
8. Describe any three price setting methods.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the ways to eliminate or control marketing related risks.
10. Explain why strategic and operational marketing are important.
11. Discuss the elements of marketing plan also brief how a sufficiently detailed marketing plan helps managers in service industry.
12. Discuss the relevance of geographic location to vessel transit time and port rotation.
13. Explain the marketing tools in port business.
14. Explain the nature of marketing system which influence price.
15. Discuss the factors affecting the port market.
16. Explain how time series analysis helps as a tool in marketing research to predict the future in port Industry.

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PART C — (1 × 20 = 20 marks)

Compulsory

17. How will you conduct a marketing Research for the development of a Pvt. port to be opened soon in India.
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