

MAY 2015

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

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Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Explain the marketing strategies involved in port marketing.
2. Highlight the challenges involved in port marketing.
3. Explain the environmental factors associated with port planning.
4. Distinguish between strategic and operational marketing in port marketing.
5. Describe the planning process involved in port marketing.
6. Explain the role played by ship owners and operators.
7. Narrate the techniques involved in port promotions.
8. Explain how the pricing will influence the demand.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Define port marketing and its impact.
10. Explain the environmental issues connected with the ports and terminals.
11. Explain the methods of developing a port marketing strategy.
12. List the problems in vessel berthing.
13. Elucidate the importance of financial management in port operations.
14. List out the principles behind port layout.
15. Explain the impact of inland transportation and depot.
16. Explain the impact of competition on port pricing policies.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Discuss the recent trends in sea port industry and explain the factors that affect the development of a port.