

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Govt.of India)

**May/June 2015 End Semester Examinations**

**SEMESTER – IV, M.B.A (PORT AND SHIPPING MANAGEMENT)**

**PORT MARKETING AND SERVICES (T 1403)**

**Date:10.06.2015**

**Time:-3 Hrs**

**Max.Marks:75**

**Pass Mark: 38**

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**SECTION – A**

**(10x1=10 Marks)**

*Answer ALL the questions. All question carry equal Marks*

1. Market segmentation refers to
  - a) Allotting Sales force
  - b) Identifying the different needs of customer groups
  - c) Segregating products
  - d) Communicating with Sales force
2. A service is different from a product because of
  - a) Lack of ownership
  - b) Delivery by trained personnel
  - c) Offering without any fee
  - d) Involvement of a Government authority
3. Positioning refers to
  - a) How products are viewed in a shelf
  - b) How competitors view the product
  - c) How consumers perceive product
  - d) How employees are deployed
4. SWOT Analysis is predominantly used to
  - a) Evaluate the efficiency of the marketing strategy
  - b) Predict the market share
  - c) Measure the attitude of employees
  - d) Determine the capabilities of the organization
5. The four product classification used within the BCG matrix are
  - a) Dogs, question mark, star, cash cow.
  - b) Dogs, cats, star, cash cow.
  - c) Dogs, bulls, star, cash cow.
  - d) Dogs, parrots, star, cash cow.

6. Giving a discount on vessel related charges as a sales promotion tool may result in
  - a) Already calling Lines increasing the number of vessels in a week
  - b) Making the port a world class port
  - c) Attracting new traffic in the short term
  - d) None of the above
7. The three aspects of a service are
  - a) Core product features, facilitating elements and enhancing elements
  - b) Product, price and promotion
  - c) Process, physical evidence and promotional aspects
  - d) People, place and pricing
8. Importance of the port to the local economy is a
  - a) Determinant of the threat of new port entrants
  - b) Determinant of the Bargaining power of the port user
  - c) Determinant of the Bargaining power of service providers
  - d) Determinant of the intensity of port rivalry
9. Which of the following is used as a port promotional tool in Europe
  - a) Arranging a tour to port for local industrialists
  - b) Advertising the port in soft drink cans
  - c) Print port logo on sandwich
  - d) None of the above
10. Which of the following is not a suitable medium for advertising a port?
  - a) Television commercial
  - b) Advertisement in a trade journal
  - c) Advertisement in a trade internet portal
  - d) All of the above

### **SECTION – B**

**(5x5=25 Marks)**

***Answer ANY five of the following questions. Each answer should not exceed 200 words.***

11. List 5 important functions of marketing department in an organization?
12. Identify the target customers of any 5 profit centers of a port.
13. What is your understanding of strategic marketing of a port?
14. What is service productivity for the port sector?
15. Rewarding loyal customers through tariff concessions – Discuss.
16. Draw the layout of a print medium advertisement for a port.
17. Explain the use of Internet as a CRM tool in a port.

**SECTION – C**

**(4x10=40 Marks)**

***Question No. 18 is compulsory. Answer ANY THREE of the remaining questions***

***Each answer should not exceed 500 words.***

18. A newly developing port and SEZ has asked you to identify the various products and services to be offered to customers. Explain the marketing mix of any one of the products / services.
19. Explain the process of putting together various features of a service product in a port.
20. Describe the components of the marketing mix of a container terminal.
21. What are the various service gaps? Explain the concept with examples.
22. Rank the various promotional tools available to the port sector in the order of their importance.
23. Discuss the role of pricing in the marketing strategy of a port

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