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Name of the College (Please tick, symbol is given)	:	COES		CMES	✓	COLS	
Program/Course	:	MBA Port and Shipping Management					
Semester	:	2					
Name of the Subject	:	Marketing of Shipping Services					
Subject Code	:	MDSM 932					
Name of Question Paper Setter	:	Dr. T. Bangar Raju					
Employee Code	:	40000921					
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**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination, May 2017

Program/course: MBA Port and Shipping Management

Subject: Marketing of Shipping services

Code : MDSM 932

No. of page/s:1

Semester – 2

Max. Marks : 100

Duration : 3 Hrs.

Section A 6 x 10 = 60 marks

1. Write about various types of marketing in Shipping Business.
2. Write in detail about marketing research and market research?
3. Explain about various categories of criteria that affect selection process of a carrier by Shipper in liner markets?
4. Discuss about buying behavior of Charterers and Shippers in the tramp market.
5. Explain various marketing philosophies used by Shipping companies.
6. Critically examine the tasks involved in Shipping marketing?

Section B 2 x 20 = 40 marks

1. Discuss about Segmentation, Targeting and positioning with reference to Charter markets.
2. Write in detail about marketing strategies followed by some of the leading shipping Lines?