

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION (2022-2023)

Subject: Marketing Research & Marketing Management

Time: 2 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

15

1. Attempt all parts:-

- 1-a. Profit through Customer Satisfaction is aimed in _____ Concept. (CO1) 1
- (a) production
(b) holistic
(c) marketing
(d) selling
- 1-b. The only revenue producing element in the marketing mix is__. (CO2) 1
- (a) product
(b) price
(c) place
(d) promotion
- 1-c. _____means moving of finished goods from one end of a producer to consumer. (CO3) 1
- (a) exchange of goods
(b) transfer of goods

- (c) physical distributon
(d) none of these
- 1-d. _____ amongst the following is an advantage of Web Survey. (CO4) 1
- (a) Faster medium to Reach Target Audience
(b) Data Reliability
(c) Population Selection
(d) Easy Cooperation
- 1-e. The following is not a driving growth in B2B Marketing. (CO5) 1
- (a) Technological Revolution
(b) Relationship Marketing
(c) Entrepreneurial Revolution
(d) Competitive Advantage

2. Attempt all parts:-

- 2.a. Explain reasons for the growth of online shopping. (CO1) 2
- 2.b. List any two needs of New product Development. (CO2) 2
- 2.c. Define competitive pricing method. (CO3) 2
- 2.d. List any two scope of market research. (CO4) 2
- 2.e. Define demographic segmentation. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. Explain the 7 Ps of marketing with example. (CO1) 5
- 3-b. Discuss the Stages of Product Life cycle. (CO2) 5
- 3-c. Explain briefly the objectives of advertising. (CO3) 5
- 3-d. Explain Marketing Research Techniques with examples. (CO4) 5
- 3.e. Discuss the different CRM tools and techniques. (CO5) 5

SECTION C

20

4. Answer any one of the following:-

- 4-a. Explain the six forces of macro environment model with the help of examples. (CO1) 4
- 4-b. Discuss the basis of market segmentation. Explain the various strategies for targeting consumers. (CO1) 4

5. Answer any one of the following:-

- 5-a. Differentiate between consumer and business buyer behavior. (CO2) 4
- 5-b. Explain brand repositioning in detail. (CO2) 4
- 6. Answer any one of the following:-**
- 6-a. Explain the promotion mix with the help of a suitable example. (CO3) 4
- 6-b. Define price determination policies. Explain three different types of price determination policies. (CO3) 4
- 7. Answer any one of the following:-**
- 7-a. Develop a Marketing Information System for a Mobile phone marketing. (CO4) 4
- 7-b. Explain target market selection process with the help of an example. (CO4) 4
- 8. Answer any one of the following:-**
- 8-a. Discuss the importance of strategic planning and control in modern business. (CO5) 4
- 8-b. Explain the different business buyer needs with the help of suitable examples. (CO5) 4

2022-23 Jan - June