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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**B.Tech**

**SEM: IV - THEORY EXAMINATION (2023- 2024)**

**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. \_\_\_\_ of the following is not included in the micro environment. (CO1) 1
- (a) economic
  - (b) suppliers
  - (c) publics
  - (d) customers
- 1-b. \_\_\_\_ of the following are the elements of product positioning. (CO2) 1
- (a) the product
  - (b) the company
  - (c) the consumer
  - (d) all of these
- 1-c. \_\_\_\_\_means the set of marketing intermediaries through which the goods flow from the producer to consumer. (CO3) 1
- (a) channel of distribution
  - (b) direct marketing
  - (c) intensive distribution
  - (d) none of these
- 1-d. \_\_\_\_ is the difference between ANOVA and MANOVA models. (CO4) 1
- (a) MANOVA models have more than one category predictor variable
  - (b) MANOVA models have more than one dependent variable

- (c) MANOVA models always include covariates
- (d) MANOVA models are for multiple groups and ANOVA models are for one group
- 1-e. \_\_\_\_\_ The following is the correct depiction of Digital Marketing. (CO5) 1
- (a) E-mail Marketing
- (b) Social Media Marketing
- (c) Web Marketing
- (d) All of the above

2. Attempt all parts:-

- 2.a. Define service marketing. (CO1) 2
- 2.b. Define packaging. (CO2) 2
- 2.c. Define competitive pricing method. (CO3) 2
- 2.d. List any two limitations 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. Describe the concept and elements of promotion mix. (CO3) 5
- 3-d. Write a note on Surveys and Questionnaires 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 steps of consumer decision making process for purchase of a laptop. (CO1) 4
- 4-b. Explain the six forces of macro environment model with the help of examples. (CO1) 4

5. Answer any one of the following:-

- 5-a. Discuss the trends of online marketing among youth with the help of suitable examples. (CO2) 4
- 5-b. As a marketing manager how do you implement branding and packaging of your product in the rural market. (CO2) 4

6. Answer any one of the following:-

- 6-a. Design a Strategic Marketing Mix Components for a organized retail chain of outlets. (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 sales promotion campaign for kids apparel. (CO4) 4

- 7-b. Develop a Marketing Information System for a Mobile phone marketing. (CO4) 4
8. Answer any one of the following:-
- 8-a. Describe the steps in advertising creation with the help of examples. (CO5) 4
- 8-b. Discuss various forms of promotional activities. (CO5) 4

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