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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 (2021 - 2022)

Subject: Marketing Research & Marketing Management

Time: 3 Hours

Max. Marks: 50

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 5 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 4 marks each.
5. 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. The concept of marketing mix was developed by _____. (CO1) 1
- (a) Philip Kotler
 - (b) Stapleton
 - (c) N.H. Borden
 - (d) Albert W Emery
- 1-b. _____ all the types of products that a company sells. (CO2) 1
- (a) Product Mix
 - (b) Product Line
 - (c) Product Management
 - (d) Product Strategy
- 1-c. Pricing method based on customer value is known as _____. (CO3) 1
- (a) cost based pricing
 - (b) demand based pricing
 - (c) competition based pricing
 - (d) value based pricing
- 1-d. Any group of data which includes all the data you are interested in is called _____. (CO4) 1
- (a) Population
 - (b) Parametres
 - (c) Attributes
 - (d) none of the above
- 1-e. _____ refers to marketing of products and services to other business and organizations. (CO5) 1
- (a) B2B Marketing
 - (b) B2C Marketing
 - (c) Distribution
 - (d) Wholesale

2. Attempt all parts:-

- 2.a. Define the modern concept of marketing. (CO1) 2
- 2.b. Define mass marketing. (CO2) 2
- 2.c. Explain break-even pricing method. (CO3) 2
- 2.d. Define qualitative research. (CO4) 2

2.e.	Discuss the organizational buying process. (CO5)	2
SECTION B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Explain the different types/basis of market segmentation. (CO1)	5
3-b.	Discuss the new product development process. (CO2)	5
3.c.	Describe the concept and elements of promotion mix. (CO3)	5
3.d.	Explain media research and pricing research in detail. (CO4)	5
3.e.	Discuss the different CRM tools and techniques. (CO5)	5
SECTION C		20
4.	Answer any <u>one</u> of the following:-	
4-a.	Discuss in detail the evolution of marketing concept. Explain the factors which brought about this evolution with examples. (CO1)	4
4-b.	Explain the six forces of macro environment model with the help of examples. (CO1)	4
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the stages of product life cycle and strategies to adopt at every stage. (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 <u>one</u> 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 <u>one</u> of the following:-	
7-a.	Develop a Marketing Information System for a Mobile phone marketing. (CO4)	4
7-b.	Explain the testing of hypothesis with the help of an example. (CO4)	4
8.	Answer any <u>one</u> of the following:-	
8	Discuss the importance of strategic planning and control in modern business. (CO5)	4
8	Explain the various steps in organizational buying process with the help of an example. (CO5)	4