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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. | 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. | The best channel of distribution for Vacuum cleaner is____. (CO3)     | 1 |
|      | (a) direct marketing  |   |
|      | (b) mail order business   |   |
|      | (c) self service  |   |

- (d) none of these
- 1-d. \_\_\_\_ is the difference between multiple regression analysis and logistic regression analysis. (CO4) 1
- (a) Logistic regression analysis includes a category dependent variable
  - (b) Multiple regression analysis includes more than one dependent variable
  - (c) Logistic regression models always contain covariates
  - (d) Multiple regression analysis allows predictors to be added sequentially
- 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. Define any two core concepts of marketing. (CO1) 2
- 2.b. Define commercialization. (CO2) 2
- 2.c. Define demand-based pricing method. (CO3) 2
- 2.d. List any two scope of market research. (CO4) 2
- 2.e. Define psychographic segmentation. (CO5) 2

**SECTION B**

**15**

**3. Answer any three of the following:-**

- 3-a. Explain marketing environment. Also discuss the types of marketing environment. (CO1) 5
- 3-b. Explain the meaning of labeling. Also discuss the types of labeling with appropriate examples. (CO2) 5
- 3.c. Discuss Publicity. Also discuss the types of publicity. (CO3) 5
- 3.d. Explain the ways of Questionnaire Design & Drafting. (CO4) 5
- 3.e. Discuss the concept of Customer Relationship Management in rural context. (CO5) 5

**SECTION C**

**20**

**4. Answer any one 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. Marketing begins and ends with consumer. Discuss. (CO1) 4

**5. Answer any one of the following:-**

- 5-a. Explain the stages of product life cycle and strategies to adopt at every stage. (CO2) 4
- 5-b. Briefly discuss the concept of branding. What is the branding of New Santro Car in India. (CO2) 4

**6. Answer any one of the following:-**

- 6-a. Discuss the implications of new product development on business enterprise. (CO3) 4
- 6-b. Explain the Marketing Environment factors for the Automobile Industry. (CO3) 4

**7. Answer any one of the following:-**

- 7-a. Define Research. Explain the steps in research process. (CO4) 4
- 7-b. Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers is to be launched through online marketing.(i) Suggest online website marketing strategy. (CO4) 4

**8. Answer any one of the following:-**

- 8-a. "The marketing of services is one of the fastest growing areas of marketing and distribution". Comment (CO5) 4
- 8-b. Design a buyer behavior model for purchase of durable goods. (CO5) 4