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

(An Autonomous Institute)

Affiliated to Dr. A.P. J Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Course B.Tech

Branch CSBS

Semester IVth

Examination - PUT

Year- (2021-22)

Subject Name Marketing Research &amp; Marketing Management

Time 2:00 Hrs

Max. Marks:60

**General Instructions:**

1. This Question paper consists of 2 pages & 4 questions. It comprises of three Sections -A, B, & C.
2. **Section A** -Q.No- 1 is Very short answer type questions carrying 1 mark each, Q. No- 2 is short answer type Question carrying 2 mark each. You are expected to answer them as directed.
3. **Section B** -Q.No-3 is Short answer type questions carrying 5 marks each. Attempt any four out of five questions given.
4. **Section C** - Q. No-4 is Long answer type questions carrying 6 marks each. Attempt any four out of six questions given.

**SECTION - A**

<b><u>SECTION - A</u></b>			
1.	<b>Attempt <u>all</u> parts (Very Short Answer Type)-</b>		<b>[8x1=08]</b>
1-a.	_____ is the percentage of profit calculated on total cost i.e. fixed and variable cost.	(1)	CO3
1-b.	List the three types of Auctions.	(1)	CO3
1-c.	Define Market Research.	(1)	CO4
1-d.	_____ is typically a mix of close-ended questions and open-ended questions.	(1)	CO5
1-e.	State the various types of Market Research Techniques.	(1)	CO4
1-f.	Mention the different participants of Internet Marketing.	(1)	CO5
1-g.	List the 7P's in Marketing.	(1)	CO5
1-h.	_____ is a Statistical procedure for analysis of data involving more than one type of observation or measurement.	(1)	CO4
2.	<b>Attempt <u>all</u> parts (Short Answer Type)-</b>		<b>[4x2=08]</b>
2-a.	Briefly explain Marketing Channels.	(2)	CO3



2-b.	Define Qualitative Research Data Analysis.	(2)	CO4
2-c.	Describe Retailing	(2)	CO3
2-d.	Explain Customer Relationship Management.	(2)	CO5

**SECTION – B****3. Attempt any four out of five questions-****[4x5=20]**

3-a.	Explain the 5M's of Advertising.	(5)	CO3
3-b.	Define Public Relations with the help of a suitable example.	(5)	CO3
3-c.	Differentiate between Discriminant Analysis & Factor Analysis.	(5)	CO4
3-d.	Explain the Fundamentals of Market Research.	(5)	CO4
3-e.	Explain B2B Marketing & Create a B2B Marketing Strategy.	(5)	CO5

**SECTION – C****4. Attempt any four out of six questions-****[4x6=24]**

4-a.	Explain Break-Even pricing with the help of a suitable example.	(6)	CO3
4-b.	"Advertisement and Sales Promotion are inevitable in Marketing." Evaluate with examples.	(6)	CO3
4-c.	Write a note on Surveys and Questionnaires & Explain the ten steps to design a survey and questionnaire.	(6)	CO4
4-d.	Develop a Marketing Information System for Mobile Phone Marketing.	(6)	CO4
4-e.	Explain the Strategy and Planning for Internet Marketing in d.	(6)	CO5
4-f.	Explain the various steps in organizational buying process with the help of an example.	(6)	CO5

-----THE END -----