

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 three 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 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. Explain the six forces of macro environment model with the help of examples. (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. 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 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 one of the following:-

8a. Discuss the importance of strategic planning and control in modern business. (CO5)

4

8b. Explain the various steps in organizational buying process with the help of an example. (CO5)

4