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Subject Code: ACSBS0406

Roll No: 2 0 0 3 3 3 5 4 1 3

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 Sessional Examination: 1st Year- (2021 - 2022)

Subject Name: Marketing Research & Marketing Management

Time: 1.15 Hours

[SET- 1]

Max. Marks:30

General Instructions:

- This Question paper consists of 2 pages & 5 questions. It comprises of three Sections, A, B, and C
- **Section A** - Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
- **Section B** - Question No-3 is Short answer type questions carrying 5 marks each. Attempt any two out of three questions given.
- **Section C** - Question No. 4 & 5 are Long answer type (within unit choice) questions carrying 6 marks each. Attempt any one part a or b.

<u>SECTION – A</u>			[08Marks]	
1.	All questions are compulsory		(4×1=4)	
	a.	The key term in American Market Association's definition of marketing is : a) Activity b) Sales c) Product d) Value	(1)	CO1
	b.	Lifestyle is an example of which type of segmentation variable: a) Psychographics b) Demographics c) Usage d) Geo-demographics	(1)	
	c.	Today Marketing must be understood in a new sense that can be described as: a) get there first with the most b) management of youth demand c) Satisfying customer needs d) telling and selling	(1)	

	d.	Promotion in Marketing Mix includes: a) Direct Marketing b) Market coverage c) Public Relations d) Quality	(1)	
2.		All questions are compulsory	(2×2=4)	
	a.	Define Service Marketing.	(2)	CO1
	b.	What are the 4P's of Marketing mix?	(2)	
SECTION – B			[10Marks]	
3.		Answer any <u>two</u> of the following-	(2×5=10)	
	a.	Explain the characteristics of Consumer Behaviour.	(5)	CO1
	b.	What are the different types/basis of market segmentation?	(5)	
	c.	Explain various stages of product life cycle	(5)	
SECTION – C			[12Marks]	
4.		Answer any <u>one</u> of the following-	(1×6=6)	
	a.	Explain Multi Segment Marketing Strategy	(6)	CO1
	b.	What is importance of Service Marketing? Explain in detail.	(6)	
5.		Answer any <u>one</u> of the following-	(1×6=6)	
	a.	Explain Marketing planning in detail with the help of suitable examples.	(6)	CO1
	b.	Explain the target market selection process in detail	(6)	