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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: IV<sup>th</sup>Sessional Examination: 2<sup>nd</sup>

Year- (2021 - 2022)

Subject Name: Marketing Research &amp; Marketing Management

Time: 1.15 Hours

[ SET- 2 ]

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.

<b>SECTION – A</b>			<b>[08Marks]</b>	
<b>1.</b>	<b>All questions are compulsory</b>		<b>(4×1=4)</b>	
<b>a.</b>	Penetration pricing method involves: <div style="margin-left: 40px;"> <input checked="" type="checkbox"/> a) Budget Pricing              b) Different prices to be charged from different customers.              c) Low priced methods              d) Customer base in particular market           </div>		<b>(1)</b>	<b>CO3</b>
<b>b.</b>	_____ entails testing new-product concepts with a target group of consumers to find out if the concepts have strong consumer appeal. <div style="margin-left: 40px;">             a) Concept Development              b) Concept Testing              c) Idea Generation              d) Idea Screening           </div>		<b>(1)</b>	<b>CO2</b>
<b>c.</b>	There may be one seller and many buyers on many sellers and one buyer, is which type of pricing? <div style="margin-left: 40px;">             a) English Auction Pricing Method              b) Value based pricing method              c) Dutch Auction Pricing Method              d) None of the above           </div>		<b>(1)</b>	<b>CO3</b>

	d.	This branding policy requires that all the products use the organization's name, either entirely or in part, e.g. Microsoft, Heinz, and Kellogg's	(1)	CO3
		a) Family Branding b) Individual Branding c) Corporate Brands d) Co-branding		
2.	All questions are compulsory		(2×2=4)	
	a.	Describe Business Analysis.	(2)	CO2
	b.	Define Sealed-bid Auction pricing method.	(2)	CO3
<b>SECTION – B</b>			[10Marks]	
3.	Answer any <u>two</u> of the following-		(2×5=10)	
	a.	Mention the need for new product development	(5)	CO2
	b.	Explain cost oriented pricing methods in detail.	(5)	CO3
	c.	Describe development of marketing strategy	(5)	CO2
<b>SECTION – C</b>			[12Marks]	
4	Answer any <u>one</u> of the following-		(1×6=6)	
	a.	Describe various product attributes.	(6)	CO2
	b.	Explain related and un-related differentiation.	(6)	CO2
5.	Answer any <u>one</u> of the following-		(1×6=6)	
	a.	Explain the various stages in new product development in detail with help of a suitable example.	(6)	CO2
	b.	Explain packaging and various functions of packaging.	(6)	CO2