

Nirma University

Institute of Technology

Semester End Examination (RPR), May - 2014

B. Tech. in Computer Engineering, Semester-VII

2HS006 Elements of Marketing Management

Roll/ Exam No.

Supervisor's initial with date

Time: 3 Hours

Max. Marks : 100

Instructions:

1. Attempt all questions.
2. Figures to the right indicate full marks and
3. Use section wise separate answer book.

SECTION I

- Q.1 (A) Answer the following.(Any five) (05)
- 1 _____ P of marketing mix provide convenience to customers
 - 2 Promotion of Marketing Mix refers to _____.
 - 3 Length of Product Mix refers to _____
 - 4 Second stage of Product Life Cycle is _____
 - 5 Production concept of marketing focused on _____.
 - 6 Marketing Segmentation starts with _____
 - 7 _____ % of FDI is recently allowed in retail.
- (B) Explain different stages of product life cycle. (05)
- (C) Explain product mix for a product/service of your engineering specialization. (04)
- Q.2 (A) What are the marketing strategies for the following types of demand? (08)
1. Negative Demand
 2. Falling Demand
- (B) How will you do the product strategy for a product of your engineering specialization? (05)
- (C) Illustrate the product mix for Tata Group. (05)
- OR**
- (C) What are the sources of new product development? (05)
- Q.3 (A) What steps will you consider in developing a new product/service of your engineering specialization? (08)
- (B) What is market segmentation? What are the different types of marketing segmentation? (05)
- (C) Whether the current economic environment adversely effected marketing? (05)
- OR**
- (C) Explain Product Life Cycle with illustration from Godrej. (05)

SECTION II

- Q-4 (A) Answer the following. (Any five) (05)
- 1 In Skimming Pricing selling price is _____ the cost price.
 - 2 Going Rate Price means _____
 - 3 _____ marketing concept focused on people, profit and planet
 - 4 Societal marketing covers people, profit and _____.
 - 5 In new product development _____ is the last stage
 - 6 _____ is the last state of consumer buying behavior
 - 7 Advertisement is a _____ component of promotion mix.
- (B) What are the different formats of retail in India? (05)
- (C) How will you design a channel for electronic products like TV? (04)
- Q-5 (A) Why predicting consumer behavior is a challenging task? What are the factors that effect the consumer behavior? (08)
- (B) What do you mean by marketing logistics? (05)
- (C) Distinguish Price Skimming and Price Penetration. (05)
- OR**
- (C) Write short note on the effect of sales promotion on demand. (05)
- Q-6 (A) What are the steps involved in the consumer buying decisions? (08)
- (B) What are the components of marketing logistics? (05)
- (C) Explain the role of publicity in Promotion Mix for a product/service (05)
- OR**
- (C) Draw a channel design for an industrial product? (05)