Enrollment No......................................

Faculty of Engineering
End Sem (Even) Examination May-2022
OE00077 Marketing Research & Marketing
Programme: B.Tech.   Branch/Specialisation: CSBS

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1 i. Marketing is a process of converting the potential customers into- **1**
(a) Actual customers   (b) Prospective customers
(c) Marketers   (d) None of these

ii. _____ is the process of classifying customers into groups **1** which share some common characteristic.
(a) Segmentation   (b) Targeting
(c) Positioning   (d) All of these

iii. Which among the following is not a part of PLC? **1**
(a) Introduction   (b) Death   (c) Decline   (d) Growth

iv. A _____is a name, term, sign, symbol, design or a combination **1** of the above to identify the goods or service of a seller and differentiate it from the rest of the competitors.
(a) Product   (b) Brand   (c) Packaging   (d) Company

v. _____is a value that will purchase a definite quantity, weight, or **1** other measure of a good or service.
(a) Product   (b) Price   (c) Place   (d) Promotion

vi. _____Conflict occurs among firms at the same level of the **1** channel.
(a) Vertical   (b) Horizontal
(c) Diagonal   (d) None of these

vii. If we get data from a marketing research agency, this data would be **1** deemed as-
(a) Primary data   (b) Secondary data
(c) Tertiary data   (d) Raw data

P.T.O.

viii. Which one of the following is a step in the process of marketing research? **1**
    (a) Analyse the information
    (b) Develop the research plan and design
    (c) Findings
    (d) All of these

ix. Which of the following is the correct depiction of Digital Marketing? **1**
    (a) E-mail Marketing   (b) Social Media Marketing
    (c) Web Marketing   (d) All of these

x. Which of the following is not a type of buy class? **1**
    (a) New task   (b) Straight Rebuy
    (c) Switch Buy   (d) Modified Rebuy

Q.2 i. Define 'Marketing Management'. **2**
  ii. List the elements of Marketing Mix. **3**
  iii. Illustrate the various steps of consumer buying process you followed while purchasing microwave for your home. **5**
OR iv. An air conditioner manufacturer wants to develop a benefit segmentation of the AC market. Investigate some possible benefit Segmentation **5**

Q.3 i. Discuss the functions of packaging in brief. **2**
  ii. Proper consideration of product life cycle is a key element to success. Analyse the various stages of PLC with examples. **8**
OR iii. Evaluate the different stages and strategies in new product development. **8**

Q.4 i. Discuss the 5M's of Advertising Management. **3**
  ii. Evaluate the distribution channel of Amul with Mother Dairy. Determine the role of its intermediaries with examples. **7**
OR iii. Illustrate the various pricing methods being adopted by any firm. Being the marketing head of a newly launched food outlet analyse the pricing strategy for your company. **7**

Q.5 i. Write short notes on: **4**
    (a) Cluster Analysis   (b) Factor Analysis
  ii. Illustrate the various Marketing Research Techniques **6**
OR iii. Discuss the concept of Marketing Research and illustrate it's various stages. **6**

Q.6   Attempt any two:
  i. Discuss the concept of extended marketing mix related to 7P's framework. **5**
  ii. Outline the digital marketing strategy of your new gym. **5**
  iii. Illustrate the concept of B2B marketing, with the help of its 4 P's strategy. **5**

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Marking Scheme
OE00077 Marketing Research & Marketing

	Benefits of segmentation	2 marks	
	Correlate with example	1 marks	

Q.1

i. Marketing is a process of converting the potential customers into- **1**
(a) Actual customers

ii. _____ is the process of classifying customers into groups **1**
which share some common characteristic.
(a) Segmentation

iii. Which among the following is not a part of PLC? **1**
(b) Death

iv. A _____is a name, term, sign, symbol, design or a combination **1**
of the above to identify the goods or service of a seller and
differentiate it from the rest of the competitors.
(b) Brand

v. _____is a value that will purchase a definite quantity, weight, or **1**
other measure of a good or service.
(b) Price

vi. _____Conflict occurs among firms at the same level of the **1**
channel.
(b) Horizontal

vii. If we get data from a marketing research agency, this data would be **1**
deemed as-
(b) Secondary data

viii. Which one of the following is a step in the process of marketing **1**
research?
(d) All of these

ix. Which of the following is the correct depiction of Digital Marketing? **1**
(d) All of these

x. Which of the following is not a type of buy class? **1**
(c) Switch Buy

Q.2

i.	Definition of Marketing Management	2 marks	**2**
ii.	Definition of Marketing Mix	1 mark	**3**
	4Ps name and example	2 marks	
iii.	Definition of Consumer buying behaviour	2 marks	**5**
	Steps	2 marks	
	Correlate with example	1 mark	
OR iv.	Definition & explanation of segmentation	2 marks	**5**

Q.3

i.	Functions of packaging	2 marks	**2**	
ii.	PLC concept explanation	2 marks	**8**	
	Steps with examples	4 marks		
	Diagram	2 marks		
OR iii.	NPD concept and definition	2 marks	**8**	
	Steps and strategies	6 marks		

Q.4

i.	5M's of Advertising Management	2 marks	**3**	
	Examples	1 mark		
ii.	Distribution channel concepts	2 marks	**7**	
	Diagram	2 marks		
	Comparison	3 marks		
OR iii.	Pricing concepts	2 marks	**7**	
	Pricing methods	3 marks		
	Correlate with example	2 marks		

Q.5

i.	(a) Cluster Analysis	2 marks	**4**	
	(b) Factor Analysis	2 marks		
ii.	Marketing Research concepts	2 marks	**6**	
	Tools and Techniques	4 marks		
OR iii.	Marketing Research concepts	2 marks	**6**	
	Stages with example	4 marks		

Q.6 Attempt any two:

i.	Service marketing mix explanation	2 marks	**5**	
	7P's framework	3 marks		
ii.	Digital marketing concepts	2 marks	**5**	
	Strategies in Digital marketing	2 marks		
	Correlate with new gym	1 marks		
iii.	B2B marketing	2 marks	**5**	
	4 P's strategy in B2B	3 marks		

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