

Enrollment No.....



Faculty of Engineering
End Sem Examination May-2024
OE00092

Marketing Research & Marketing Management

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. _____ is not a type of marketing concept. 1
- (a) The selling concept
(b) The Supplier concept
(c) The production concept
(d) The societal marketing concept
- ii. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need- 1
- (a) Need recognition
(b) Information search
(c) Evaluation of alternative
(d) Purchase decision
- iii. What is brand equity? 1
- (a) Relative brand image
(b) The value of the brand
(c) The brands market share
(d) The shareholders perceptions of the brand
- iv. According to whom "A product lifecycle is very much similar to human life cycle." 1
- (a) Arch Paton (b) Stanton
(c) Neil Borden (d) Philip Kotler
- v. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____. 1
- (a) Sponsorship (b) Sales promotion
(c) Personal selling (d) Advertising

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- vi. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because- **1**
- (a) The competitors may be violating the law and can be reported to the authorities
- (b) The actions of competitors may threaten the monopoly position of the firm in its industry
- (c) The actions of competitors may create an oligopoly within an industry
- (d) New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix
- vii. Which form of data below can usually be obtained more quickly and at a lower cost than the others? **1**
- (a) Survey research (b) Syndicated
- (c) Secondary (d) Primary
- viii. Which type of research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference? **1**
- (a) Exploratory research (b) Descriptive research
- (c) Experimental research (d) Ethnographic research
- ix. Business markets usually includes fewer but- **1**
- (a) Large scale production firms
- (b) Small scale retailers
- (c) Small scale production firms
- (d) Small scale wholesalers
- x. Buying goods and services for further processing or for use in the production process refers to _____. **1**
- (a) Consumer markets (b) Government markets
- (c) Business markets (d) International markets
- Q.2 i. Explain the unique challenges involved in marketing services compared to tangible products. **2**
- ii. Discuss the psychological factors that influence consumer behavior. Provide real-life examples to illustrate your points. **3**
- iii. Define marketing and explain its significance in today's business environment. **5**

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- OR iv. Discuss the concept of product positioning. How can companies effectively position their products in the market? **5**
- Q.3 i. How can companies use market research to mitigate risks during the product development process? **2**
- ii. Outline the stages involved in the new product development process. How does idea generation differ from commercialization? **8**
- OR iii. Explain the role of packaging in product marketing. How does packaging design impact consumer behavior and brand perception? **8**
- Q.4 i. Discuss the role of discounts and promotions in pricing strategy. **3**
- ii. Discuss the importance of selecting the right media channels for advertising. How can companies determine which media channels are most appropriate for reaching their target audience? **7**
- OR iii. Explain the concept of omnichannel retailing. How it has transformed the retail industry in recent years? **7**
- Q.5 i. What is marketing research? Why is it essential for businesses? **4**
- ii. Discuss the importance of qualitative research in marketing. What are the advantages of using qualitative methods, and in what situations are they most suitable? **6**
- OR iii. What are the primary data collection methods? Explain in detail. **6**
- Q.6 Attempt any two:
- i. How does internet marketing differ from traditional marketing methods? Discuss the advantages and challenges of internet marketing. **5**
- ii. What are the different distribution channels available to businesses in business-to-business marketing? How do businesses select the most appropriate distribution channel for their products or services? **5**
- iii. Define customer relationship management (CRM) and explain its importance in modern business practices. **5**

Marking Scheme

OE00092 (T) Marketing Research & Marketing Management

Q.1	i)	B	1
	ii)	A	1
	iii)	D	1
	iv)	A	1
	v)	B	1
	vi)	D	1
	vii)	C	1
	viii)	B	1
	ix)	A	1
	x)	C	1
Q.2	i.	Explain the unique challenges involved in marketing services compared to tangible products. - 2	2
	ii.	Discuss the psychological factors that influence consumer behavior. – 2 Marks Provide real-life examples to illustrate your points. -1 Mark	3
	iii.	Define marketing - 2.5 Marks and explain its significance in today's business environment. -2.5	5
OR	iv.	Discuss the concept of product positioning. 2.5 How can companies effectively position their products in the market? 2.5 Marks	5
Q.3	i.	How can companies use market research to mitigate risks during the product development process? -2 Marks	2
	ii.	Outline the stages involved in the new product development process. -5 Marks How does idea generation differ from commercialization? -3 Marks	8
OR	iii.	Explain the role of packaging in product marketing. -4 Marks How does packaging design impact consumer behavior and brand perception? -4 Marks	8
Q.4	i.	Discuss the role of discounts and promotions in pricing strategy.-3 Marks	3
	ii.	Discuss the importance of selecting the right media channels for advertising. - 4 Marks How can companies determine which media channels are most	7

OR	iii.	appropriate for reaching their target audience? -3 Marks Explain the concept of omnichannel retailing -4 Marks and how it has transformed the retail industry in recent years. – 3 Marks	7
Q.5	i.	What is marketing research, - 2 Marks and why is it essential for businesses?- 2 Marks	4
	ii.	Discuss the importance of qualitative research in marketing. -3 Marks What are the advantages of using qualitative methods, 2 Marks and in what situations are they most suitable?- 1 Mark	6
OR	iii.	What are the primary data collection methods? Explain in detail. - 6 Marks	6
Q.6		Attempt any two:	
	i.	How does internet marketing differ from traditional marketing methods? 3 Marks Discuss the advantages and challenges of internet marketing. 2 Marks	5
	ii.	What are the different distribution channels available to businesses in business-to-business marketing? - 3 Marks How do businesses select the most appropriate distribution channel for their products or services? -2 Marks	5
	iii.	Define customer relationship management (CRM) -3 Marks and explain its importance in modern business practices. -2 Marks	5
