Exam No: _____

GANPAT UNIVERSITY
B. TECH SEM-IV (COMPUTER SCIENCE AND BUSINESS SYSTEMS)
FIRST INTERNAL EXAMINATION– FEBRUARY-MARCH 2023
4CSBS4107- MARKETING RESEARCH & MARKETING MANAGEMENT

TIME: 1 Hour   **TOTAL MARKS: 20**

Instructions:
1) Figures to the right indicate full marks.
2) Be precise and to the point in your answer.
3) The text just below marks indicates the Course Outcomes Numbers, (CO) followed by the Bloom's taxonomy level of the question,
   i.e., R: Remember, U: Understand, A: Apply, N: Analyze, E: Evaluate, C: Create.

Q.1 What is the definition of marketing environment? Describe its features in details.   **[4]**
                                                                                             1R

Q.2 Explain the different types of marketing environment.   **[4]**
                                                                2N

Q.3 Describe the market segmentation. What is the importance of market segmentation? Explain its types.   **[4]**
                                                                                                             2N

Q.4 What are the marketing mix 4P's? Give the idea about each P's in details.   **[4]**
                                                                                    1C

Q.5 How the marketing environment analysis will help the marketer? Give its basic idea.   **[4]**
                                                                                               1N

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