

Blue Print

SVKM'S NMIMS MUKESH PATEL SCHOOL OF TECHNOLOGY MANAGEMENT & ENGINEERING Academic Year: 2022-2023	
Program: B. Tech. Stream: Computer Science & Business Systems	Year: Fourth Semester: VIII
Subject: Marketing Research & Marketing Management	Time: 45 Minutes. (11 to 11:45 AM)
Date: 16-01-2023	No. of Pages:
Marks: 20	
Test-I (Set B)	

Instructions: Candidates should read carefully the instructions.

- 1) Answer to each new question to be started on a fresh page.
- 2) Figures in brackets on the right hand side indicate full marks.
- 3) Assume Suitable data if necessary.
- 4) Question no.1 is compulsory.
- 5) Solve any three questions from the remaining questions.

Q1	Answer briefly (Each question is for two marks):		[08]
CO- 1; BL- 2	a.	Describe the concept of consumer buying behavior	[02]
CO- 1; BL- 1	b.	What is Marketing?	[02]
CO- 1; BL- 2	c.	Briefly describe categories of the Services	[02]
CO- 1; BL- 1	d.	List down the stages of consumer buying process. <i>factors affecting</i>	[02]
Answer any three questions from Q2 to Q5 (Each question is for four marks)			
Q2 CO- 1; BL- 2		Discuss Macro environment factors & how it affects marketing?	[04]
Q3 CO- 1; BL- 2		Explain the 7Ps - elements of Marketing mix	[04]
Q4 CO- 1; BL- 2		Explain the stages of consumer buying decisions, which an individual buyer go through while purchasing the product.	[04]
Q5 CO- 1; BL- 2		How 'Marketing' is different than 'Selling'? Explain	[04]