

SVKM'S NMIMS
MUKESH PATEL SCHOOL OF TECHNOLOGY MANAGEMENT &
ENGINEERING

Academic Year: 2022-2023

Program: B. Tech. Stream: Computer Science & Year: Fourth Semester: VIII
Business Systems

Subject: Marketing Research & Marketing Management Time: 45 Minutes. (11 to 11:45 AM)

Date: 27-02-2023

No. of Pages: 2

Marks: 20

Test-II (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 'Product'?	[02]
CO- 1; BL- 1	b.	What is Demographic segmentation?	[02]
CO- 1; BL- 2	c.	Describe in brief factors contributing to New Product Development (NPD).	[02]
CO- 1; BL- 2	d.	Explain different Components of Product Personality.	[02]
Answer any three questions from Q2 to Q5 (Each question is for four marks)			
Q2 CO- 2; BL- 3		Apply the Levels of Product for a gaming laptop.	[04]
Q3 CO- 2; BL- 3		Illustrate with suitable examples various Positioning strategies	[04]

Q4 CO- 2; BL- 3		As a part of marketing team of a Smart-phone brand, develop a step by step process of setting the price of a new smart-phone.	[04]
Q5 CO- 2; BL- 3		Illustrate with suitable example last four steps involved in the NPD process.	[04]