

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 A)

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.	Explain the concept of Marketing Management.	[02]
CO- 1; BL- 1	b.	What are the different types of consumer buying decision behavior?	[02]
CO- 1; BL- 1	c.	Describe in brief the characteristics of services.	[02]
CO- 1; BL- 2	d.	Explain the concept of selling.	[02]
Answer any three questions from Q2 to Q5 (Each question is for four marks)			
Q2 CO- 1; BL- 2		Discuss different types of Needs.	[04]
Q3 CO- 1; BL- 2		Describe importance of marketing in the service sector.	[04]
Q4 CO- 1; BL- 2		Explain factors affecting consumer buying behavior.	[04]
Q5 CO- 1; BL- 2		Describe Needs & Trends in Marketing environment	[04]