

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

Academic Year: 2022-2023

Program/s: B.Tech

Year: IV Semester: VIII

Stream/s: CSBS

Subject: Marketing Management and Marketing Research

Time: 03 hrs(10:00 am to 01:00 pm)

Date: 25/04/23.

No. of Pages: 2

Marks: 100

Final Examination

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

- 1) Question No. 1 is compulsory.
- 2) Out of remaining questions, attempt any 4 questions.
- 3) **In all 5 questions to be attempted.**
- 4) All questions carry equal marks.
- 5) **Answer to each new question to be started on a fresh page.**
- 6) **Figures in brackets on the right-hand side indicate full marks.**
- 7) **Assume Suitable data if necessary.**

Q1		Answer briefly:	[20]
CO- 1; SO-1 : BL- Remember	a.	Define Marketing Briefly explain core concepts of marketing?	5
CO-2; SO-2; BL- Remember	b.	"Positioning connects products offering with targets markets" Explain this statement with the help of an example?	5
CO-4 ; SO-4 ; BL- understand	c.	Briefly Explain various types of Marketing Research?	5
CO-2 ; SO-2 ; BL- Remember	d.	Define B2B Marketing? Differentiate between B2B Marketing and consumer marketing?	5

Q2 CO-3; SO-3 BL- Apply		Pricing remains a very critical decision for every marketing organization as it bring revenue for the firm. Elaborate various pricing objectives marketing firm apply to price their products with suitable example?	[20]
Q3 CO-2; SO-3; BL- Apply		A consumer electronic company distribute its product through multiple channels explain various channel design decision company would take, also highlight are benefits and limitation of using multichannel distribution.	[20]
Q4 CO-; SO-; BL-		Design an IMC campaign for a bakery brand making healthy and tasty biscuits, bread and cakes options for health-conscious people and children, highlighting the differentiating factor of safe, natural, organic and healthy product.	[20]
Q5 CO-2; SO-3; BL- Apply		As a company head. of an organization analyse and highlight various of product life cycle stages. and explain strategies adopted at each stages for various elements of marketing.	[20]
Q6 CO-3; SO-3; BL- Apply		Discuss a purchase decision model for a family who is planning to renew their house by getting it painted.	[20]
Q7 CO2-; SO3-; BL- Understand		Choose any service that you are familiar with give at least 5 points on how this service is different from goods.	[20]