

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)

Computer Science & Business Systems

B.Tech. (CSBS) Sem - VIII :SUMMER : 2023

SUBJECT : MARKETING RESEARCH & MARKETING MANAGEMENT

Day : Monday

Time : 02:30 PM-05:30 PM

Date : 29-05-2023

S-20491-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
-

Q.1 Explain the various basis of segmentation and also market segmentation strategies of consumer market. **(10)**

OR

Q.1 What constituent the macro and micro environment of a company? Explain the macro constituents in detail.

Q.2 Discuss the strategic consideration in product life cycle. **(10)**

OR

Q.2 Explain the new product development for a two wheeler.

Q.3 Explain the various factors influencing the marketing channels selection decision. **(10)**

OR

Q.3 Define promotion mix. Explain the different elements of promotion mix.

Q.4 Define factor and cluster analysis. Differentiate the both with suitable example. **(10)**

OR

Q.4 What is marketing research and explain the various statistical tools used in it.

Q.5 Discuss the 7Ps of marketing with suitable examples. **(10)**

OR

Q.5 Define STP. Explain the various steps involved in STP.

Q.6 Discuss the business marketing strategy with suitable business examples. **(10)**

OR

Q.6 Explain fundamentals of business markets? Discuss business to business marketing strategy.

* * * *