

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - VIII CS&BS : WINTER: 2025
SUBJECT: MARKETING RESEARCH & MARKETING MANAGEMENT

Day : Tuesday
Date : 25/11/2025

W-24211-2025

Time : 02:30 PM-05:30 PM
Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Assume suitable data **WHEREVER** necessary.
- 4) Draw neat diagrams **WHEREVER** necessary.

Q. 1 Which psychological and social factors affect consumer behavior and how can these be illustrated with examples? (10)

OR

Q. 1 What is the importance of marketing in the service sector? Discuss 7 Ps of Service Marketing in detail. (10)

Q. 2 What is the Product Life Cycle and how can its different stages be explained with suitable examples? (10)

OR

Q. 2 Describe the role of branding in the success of a product and elaborate on its importance in detail. (10)

Q. 3 Which factors significantly influence pricing decisions in a competitive market environment and why? Explain. (10)

OR

Q. 3 How does retailing influence the overall success of a product and what are some examples of effective retailing strategies? Discuss. (10)

Q. 4 How is a survey questionnaire designed and drafted for a market study? Explain the key steps involved. (10)

OR

Q. 4 Define multivariate analysis and elaborate on the importance of discriminant analysis in segmenting markets. (10)

Q. 5 How is the STP model applied in digital marketing? Provide examples from different industries. (10)

OR

Q. 5 How do content marketing, SEO and social media contribute to the success of an Internet Marketing strategy? Discuss. (10)

Q. 6 What role does Customer Relationship Management play in B2B marketing and how does it contribute to long-term business success? Illustrate. (10)

OR

Q. 6 What are the primary needs and expectations of business buyers and which factors influence their purchasing decisions? Explain. (10)
