

**BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)**  
**B. Tech. Sem - VIII Computer Science & Business Systems : SUMMER : 2025**  
**SUBJECT: MARKETING RESEARCH & MARKETING MANAGEMENT**

Day : Tuesday  
Date : 27/05/2025

**S-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 What are the core concepts of marketing and how can they be illustrated (10) with suitable examples?

**OR**

Q.1 Describe the elements of the marketing mix and elaborate on their (10) significance in developing a marketing strategy.

Q.2 What is the significance of New Product Development and which key (10) strategies are involved in successfully launching a new product? Illustrate.

**OR**

Q.2 How do businesses use different product decisions and strategies to (10) gain a competitive advantage in the market? Discuss.

Q.3 How do advertising and publicity contribute to shaping consumer (10) perceptions and brand image? Illustrate.

**OR**

Q.3 Which types of marketing channels are commonly used and how do (10) they facilitate product distribution? Explain.

Q.4 How do descriptive and inferential statistics contribute to marketing (10) research? Provide relevant examples.

**OR**

Q.4 How does factor analysis assist in identifying the key factors that (10) influence consumer behavior? Illustrate.

Q.5 Describe the 7 Ps of Internet Marketing and provide suitable examples (10) to illustrate their application.

**OR**

Q.5 How has Internet Marketing evolved over time and in what ways does (10) it differ from traditional marketing approaches? Illustrate.

Q.6 How does the organizational buying process work in B2B markets? (10) Describe key stages involved in purchasing decisions.

**OR**

Q.6 Which pricing strategies are commonly used in B2B markets and how (10) do they differ from those in B2C markets? Explain.

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