

**B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)**  
**B.Tech. (CSBS) Sem - VIII : SUMMER : 2024**  
**SUBJECT: MARKETING RESEARCH & MARKETING MANAGEMENT**

Day : Wednesday

Time : 02:30 PM-05:30 PM

Date : 29/05/2024

S-20491-2024

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 labeled diagrams **WHEREVER** necessary.

Q.1 What are the core concepts of marketing, and how do they guide businesses in understanding customer needs? (10)

**OR**

Q.1 Explain the elements of marketing mix and how they are integrated to create effective marketing strategies? (10)

Q.2 What is the significance of the product life cycle in product management and how does it influence strategic decision making for businesses? (10)

**OR**

Q.2 Explain the importance of branding in product management. How does effective branding contribute to building customer loyalty in the market place? (10)

Q.3 Explain the concept of price determination policies in marketing. How do businesses formulate and implement these policies to achieve their pricing objectives? (10)

**OR**

Q.3 Discuss the significance of the 5Ms of advertising management in planning and executing successful advertising campaigns. How do businesses apply each of these principles to achieve their advertising objectives? (10)

Q.4 What are the scope and objectives of marketing research? (10)

**OR**

Q.4 How do businesses utilize segmentation, targeting and positioning (STP) strategies to effectively reach and engage with their target audiences? (10)

Q.5 Explain the concept of internet marketing and discuss 7Ps of internet marketing? (10)

**OR**

Q.5 How does internet marketing differ from traditional marketing approach and what are the key advantages it offers to businesses? (10)

Q.6 How can businesses identify and prioritize target market segment within B2B markets to assess sales potential effectively? (10)

**OR**

Q.6 Explain the importance of customization and value-added service in product offerings for business customers. (10)

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