

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

Day : Tuesday  
Date : 26/11/2024

**W-20491-2024**

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.

**Q.1** What is Consumer behaviour? What are the factors influencing consumer behaviour? (10)

**OR**

**Q.1** Define Marketing. Explain the importance of marketing in service sector with suitable examples.

**Q.2** Explain product life cycle concept and enumerate the stages in new product life cycle. (10)

**OR**

**Q.2** Explain the features and strategies to be adopted for a product at maturity stage.

**Q.3** Describe the pricing methods and price determination policies with suitable examples. (10)

**OR**

**Q.3** Explain the 5M's of advertising Management.

**Q.4** "Marketing Research is Vital for the Evaluation of a Sound Marketing Strategy". Explain this statement. (10)

**OR**

**Q.4** Discuss the various marketing research techniques with suitable examples.

**Q.5** Explain the strategy and planning for internet Marketing. (10)

**OR**

**Q.5** Discuss the usage of 7Ps for effective marketing operation with suitable examples.

**Q.6** Discuss the factors influencing the organization buying behaviour with suitable examples. (10)

**OR**

**Q.6** Define Sales Potential. Discuss the advantages of disadvantages of sales Potential.

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