

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

B.Tech. (CSBS) Sem - VIII :SUMMER- 2022

SUBJECT : MARKETING RESEARCH & MARKETING MANAGEMENT

Day : Monday

Date : 20-06-2022

S-20491-2022

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) Draw neat and labeled diagram **WHEREVER** necessary.
- 4) Assume suitable data if necessary.

- Q.1** A traditional family drinks firm has been developing slowly and built up a strong reputation, but control has now passed to the next generation and they want to look at possible expansion for the firm. The new marketing director made the following statement: [10]
- ‘We have a strong family image and our products are trusted, but we are considering changing our production strategy. We have normally just produced the flavoring and let others bottle it and take the risks of selling to the public. After considerable market research we have decided to launch our own brand of soft drinks. Initially, these will be a cola flavour, lemonade and ginger bear. If these are successful then others are planned.
- a) Explain the marketing importance of ‘a strong family image’.
 - b) Discuss potential changes in the marketing mix that this new strategy will involve and comment on their significance.

OR

- Q.1** Describe segmentation and targeting as a basis of strategy formulation. [10]
- Q.2** As the number of people making online purchases has increased manifolds, there is a growing concern about the disposal and management of packaging waste. Every item bought is delivered with excess packaging and sometimes even non-bio degradable materials are used. [10]
- In the context of above case:
- a) Describe briefly any two points highlighting the functions of packaging.
 - b) State any two factors that should be kept in mind by the marketers while designing the packaging of its products.

OR

- Q.2** Discuss the various stages in new product development with appropriate examples. [10]
- Q.3** Ajay was appointed as the marketing head of Alfa Enterprise, a manufacture of toothpastes and toothbrushes. His target sale was 2,000 units a month. [10]
- Apart from thinking about various channels of distribution to achieve the target, he himself started visiting schools in backward areas. He found that even after taking various steps and counselling, some school children has not started brushing their teeth. He investigated and found that they could not afford to buy toothbrush and toothpaste. So with due permission, he started donating 200 toothbrushes and toothpastes every month to the school.
- a) Identify the channel of distribution Ajay would adopt for the distribution of toothpaste and toothbrushes and justify it by giving one reason.
 - b) Discuss the various channels of distribution.

OR

P.T.O.

- Q.3** Discuss the marketing promotional mix with suitable examples. [10]
- Q.4** Rupali intends to start an enterprise that produces chocolates. Initially, in order to assess the taste and preferences of the people about the chocolates. She used social media and online survey. Thereafter she prepared a detailed SWOT (Strengths, Weakness, Opportunities and Threats) analysis of her enterprise to devise a strategy that will give her an edge over the competitors. Based on her analysis of the market, she decided to launch sesame and jaggery based chocolates under the brand name 'Desi Delight'. She has decided to fix up the price of chocolates relatively at lower level in the beginning and later on as the demand picks up she may revise the prices.
In the context of above case.
- a) Which marketing research techniques she has used for her study?
 - b) Draft a questionnaire to assess the taste and preferences of the people about the chocolates.

OR

- Q.4** Discuss the various techniques of marketing research. [10]
- Q.5** Reema, Vibha and Ratna are three woman entrepreneurs who are engaged in dealing with handicraft goods under the brand name 'Gujkriti' through a chain of retail outlets at five different places in Delhi. They outsource all their products from tribal and rural women in the State of Rajasthan. Reema is of the opinion that in order to increase the sale of their products they should advertise about it on social media. But Ratna is arguing that advertisement expenses will add to cost of operation. Whereas Vibha is insisting that they should set up an online portal to market their product across the globe.
In the context of above cases:
- a) How is the channel of distribution being suggested by Vibha different from the channel of distribution being used by them presently?
 - b) Do you think that Ratna is justified in her argument that advertisement expenses will add to cost of operations?

OR

- Q.5** Explain Internet marketing. Discuss the 7 P's of internet marketing. [10]
- Q.6** Nishchay, after completing his masters in computer engineering decided to start his own business. He visited his uncle Mr. Jaiprakash who has been running a successful business in web designing for different business houses. He shared with Nishchay that the main reason for his success in the business lies in his approach of building a life time relation with his business clients. Therefore, his business is not only restricted to designing web sites according to the specification of the clients but also providing continuous online assistance to them and handling their grievances effectively and doing all this at a profit and he also provides all these services at competitive prices. Anybody interested in getting the web solutions can contact him through his website. Moreover, whenever the market is sluggish he tries to create demand by offering short terms incentives to the buyers.
In the context of above cases:
- a) Discuss the fundamental of business markets.
 - b) What is the value of networks and customer relationship management?

OR

- Q.6** Explain market and sales potential with suitable examples. Also take out the difference between them. [10]

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