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**Question Paper Code: U4C05**

B.E. / B.Tech. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Computer Science and Business Systems

21UCB405 - MARKETING RESEARCH AND MANAGEMENT

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 1 = 10 Marks)

1. Consider a problem of preparing a schedule for a class of student. What type of problem is this? CO1- U  
(a) Search Problem (b) Backtrack Problem  
(c) CSP (d) Planning Problem
2. Products seen as having extension potential into other markets\_\_\_\_\_. CO1- U  
(a) Multinational Products (b) Global Products  
(c) Local Products (d) International Products
3. Which of the following is the graph used to represent semantic network? CO1- U  
(a) Undirected graph (b) Directed complete graph  
(c) Directed Acyclic graph (d) Directed graph
4. Under \_\_\_\_\_ marketing every customer is treated as unique. CO1- U  
(a) viral (b) Word of mouth (c) one-on-one (d) guerilla
5. Which of the following is a value-based pricing strategy? CO1- U  
(a) Cost-plus pricing (b) Penetration pricing  
(c) Premium pricing (d) Skimming pricing
6. Analyzing consumer grievances is a part of research related to \_\_\_\_\_. CO1- U  
(a) Price (b) Product (c) Promotion (d) Behavior

7. What is the purpose of copy testing? CO1- U
- (a) To assess the effectiveness of advertising copy
- (b) To evaluate the quality of printed materials
- (c) To proofread and correct grammatical errors
- (d) To generate new ideas for advertising campaigns
8. Which of the following is an example of a research instrument? CO1-U
- (a) A questionnaire (b) A marketing plan
- (c) A sales report (d) A product prototype
9. What types of data are typically used in sales research? CO1- U
- (a) Demographic data (b) Transactional data
- (c) Survey data (d) All of the above
10. Which of the following is a common sales research method for measuring customer satisfaction? CO1- U
- (a) Customer surveys (b) Competitive analysis
- (c) Sales tracking (d) Market segmentation

PART – B (5 x 2= 10 Marks)

11. Write about the evolution of marketing. CO1- U
12. Identify the major markets available to the marketer. CO1- U
13. What are the requirements for effective segmentation CO1- U
14. What are the types of sales promotion CO1- U
15. How can businesses use customer feedback to inform their sales research and improve their sales strategies? CO2- App

PART – C (5 x 16= 80 Marks)

16. (a) Explain in detail about the types of environment in marketing research. CO1 - U (16)
- Or
- (b) Describe in detail about the steps that are required to promote a product successfully. CO1 - U (16)
17. (a) Comment on the competitive marketing strategies to counter the competition from multinationals in India. CO2 - App (16)

Or

- (b) “The marketing of services is one of the fastest-growing areas of marketing and distribution” – Comment. CO2 - App (16)
18. (a) Describe in detail about the Requirement for Effective Segmentation. CO1 - U (16)
- Or
- (b) Describe in detail about the Positioning Maps CO1 - U (16)
19. (a) ‘Advertisement and Sales Promotions are inevitable in marketing’ - evaluate with example CO 2- App (16)
- Or
- (b) Develop a sales promotion plan for a new mobile phone model that is being launched in a competitive market. Include the objectives, target audience, promotional tools, and evaluation metrics in your plan. CO 2- App (16)
20. (a) Discuss in detail about the Profit maximization pricing. CO1 - U (16)
- Or
- (b) Discuss recent trends in online marketing? CO 1- U (16)

