

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BAM
BRANCH: A & M**

**SEMESTER : 1st
SESSION : MO/2023**

SUBJECT: MT120 INTRODUCTION TO MARKETING & MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Explain In detail the concept of marketing strategy.	[5]	1	1
Q.1(b)	What do you understand by marketing environment? Explain with examples.	[5]	2	2
Q.2(a)	What is target audience? Explain the importance of positioning.	[5]	4	2
Q.2(b)	Explain the demographic and geographical factors involved in marketing.	[5]	2	3
Q.3(a)	Explain in details the factors that affects the consumer in making a decision.	[5]	1	2
Q.3(b)	Differentiate between vertical and horizontal marketing systems.	[5]	4	3
Q.4(a)	Give detail explanation on product lifecycle and pricing strategies.	[5]	4	4
Q.4(b)	Marketing and management is important for animation students give reasons.	[5]	3	4
Q.5(a)	Explain the importance of social media in marketing.	[5]	5	5
Q.5(b)	Good communication skills enhance in selling your product. Explain.	[5]	5	6

.....29/11/2023.....E