

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION MO/2023)

CLASS: MAD
BRANCH: ANIMATION & MULTIMEDIA

SEMESTER : III
SESSION : MO/2023

SUBJECT: MT120 INTRODUCTION TO MARKETING & MANAGEMENT.
TIME: 03 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. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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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

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