

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

CLASS: BAM
BRANCH: A&M

SEMESTER : 1
SESSION : MO/2023

SUBJECT: MT120 INTRODUCTION TO MARKETING MANAGEMENT
TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 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
-

- | | | |
|--------|---|-----|
| Q.1(a) | What is marketing? | [2] |
| Q.1(b) | Explain the importance of marketing for an animator? | [3] |
| | | |
| Q.2(a) | What is management? | [2] |
| Q.2(b) | Why do you think management is important for animation students? | [3] |
| | | |
| Q.3(a) | What do understand by defining the mission? | [2] |
| Q.3(b) | Analyze the trends of a companies mission to succeed in marketing? | [3] |
| | | |
| Q.4(a) | What is target audience? | [2] |
| Q.4(b) | Give example of marketing strategy to get the utmost viewership of the audience. explain? | [3] |
| | | |
| Q.5(a) | Who are the consumers? explain? | [2] |
| Q.5(b) | Explain why the consumers are most important people in marketing? | [3] |

:::27/09/2023 M:::