

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

**CLASS: BTECH
BRANCH: BT/MECH/PROD/CSE/ECE**

**SEMESTER : VI
SESSION : SP/23**

**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
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Q.1(a)	Define the concept of marketing through managerial and societal point of view.	[2]	1 1
Q.1(b)	Explain the importance of segmentation with examples.	[3]	2 2
Q.2(a)	Explain the components of macro and micro environment.	[2]	2 1
Q.2(b)	Analyze how Market targeting would differ for a product and service company with example.	[3]	2 4
Q.3(a)	Discuss in brief about market competition.	[2]	2 2
Q.3(b)	Analyze the different types of positioning strategies for a service company under crisis.	[3]	2 4
Q.4(a)	Explain the basis of segmenting the consumer markets.	[2]	2 2
Q.4(b)	Write a business plan for an automobile company who has newly launched a family car.	[3]	2 4
Q.5(a)	Discuss the importance of Entrepreneurship with example.	[2]	2 2
Q.5(b)	Analyze the strategies to deal with market competition as a marketing manager of an IT startup.	[3]	1,2 4

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