

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

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

**SEMESTER : VI
SESSION : SP/2023**

SUBJECT: MT120 INTRODUCTION TO MARKETING

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)	Compare the Core Concepts of Marketing	[5]	1	4
Q.1(b)	Judge the best few Macro & Micro Marketing environment stakeholders for startups	[5]	2	5
Q.2(a)	Select the basic "Segmentation" variables for Manufacturing company in the relevant markets	[5]	2,3	4
Q.2(b)	Design the B-Plan to make a IT startup the Market leader in Ranchi	[5]	3,4	6
Q.3(a)	Differentiate the Factors affecting consumer behavior while buying "Ethnic Clothing"	[5]	3,4	4
Q.3(b)	Describe the role of marketing channels in the consumer market space	[5]	1,2	2
Q.4(a)	Argue that "Maturity & Decline Phase" of the PLC often leads to innovation of the product	[5]	2,3	5
Q.4(b)	Compare between 2 companies responding to price changes in a Oligopoly market	[5]	3,4	4
Q.5(a)	Formulate the effective communication technique for a product in rural markets	[5]	2,4	6
Q.5(b)	Design marketing as a tool for sustainability in startup firms	[5]	2,4	6

:04/05/2023:M