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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)**



B. Tech (Sixth Semester – Regular/Supplementary) Examinations, April 2025

21BHSMS36001/22BHSMS36001 – Marketing Management

(Civil Engineering)

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define Marketing Myopia.	CO1	K2
b. What is MIS?	CO2	K1
c. What is penetration pricing?	CO3	K1
d. Describe brand equity with an example	CO4	K2
e. List any four elements of the promotion mix.	CO5	K1

PART – B

(15 x 4 = 60 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Explain how various micro and macro environmental forces influence marketing decisions. Use examples to support your answer.	8	CO1	K2
b. Define market research and explain the steps in the market research process.	7	CO1	K1
(OR)			
c. Apply Porter's Five Forces Model to analyse the competitive landscape of the smartphone industry.	8	CO1	K3
d. Explain the marketing management process and discuss its significance in achieving organizational goals.	7	CO1	K2
3.a. Apply the concept of market segmentation to a product of your choice. Identify the possible segments and justify your classification.	8	CO2	K3
b. Imagine you are the marketing head of a new electric vehicle company. Develop a comprehensive demand forecasting plan by selecting appropriate tools (quantitative and qualitative). Justify your choices.	7	CO2	K5
(OR)			
c. Discuss the significance of demand forecasting in strategic marketing decisions. How do short-term and long-term forecasting tools differ in application?	8	CO2	K2
d. What is meant by Market Segmentation? Discuss its benefits? Describe the bases for segmenting a domestic market.	7	CO2	K1
4.a. Explain the process of New Product Development (NPD). Why do many new products fail despite thorough planning?	8	CO3	K2
b. Define brand equity. What are the key components of brand equity, and how can a company build and measure it over time?	7	CO3	K2
(OR)			
c. Discuss the role of packaging and labeling in enhancing a brand's image and market appeal. Use examples from consumer goods or retail sectors.	8	CO3	K4
d. Discuss the implications of planned obsolescence in product planning. What are the potential benefits and ethical concerns?	7	CO3	K3

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| 5.a. | Write a short note on any two | 8 | CO5 | K1 |
| | i) CRM | | | |
| | ii) Green Marketing | | | |
| | iii) E-Marketing | | | |
| b. | Describe the various levels of distribution channels and their significance in product delivery. | 7 | CO4 | K2 |
| (OR) | | | | |
| c. | Define Integrated Marketing Communication (IMC). What are its core components? | 8 | CO4 | K2 |
| d. | Analyze the growing relevance of service marketing in the healthcare or education industry. | 7 | CO5 | K4 |

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