

Total No. of Questions : 5]

SEAT No. :

P1948

[4770] - 1006

[Total No. of Pages : 2

M.B.A. (Semester - I)

106 : BASICS OF MARKETING

(2013 Pattern)

Time : 2.30 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) The evidence that the product concept was alive and well in ford motor company. Founder of the ford motor company henry ford's famous reaction to consumer requests for more color options was "you can have any color car you want as long as it is black." Analyze the statement in context of concept of Marketing. **[10]**

OR

b) "Because the purpose of business is to create a customer, the business enterprise has two-and only two basic functions: Marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." Comment and define marketing. Explain the core concept of marketing.

Q2) a) i) Consumer wants to purchase laptop. Explain the various factors, which would affect the consumer buying behavior. **[5]**
ii) What type of decision process would you expect most consumers to follow in their purchase of two-wheeler? **[5]**

OR

b) i) Analyze the steps involved in buying decision process for refrigerator.
ii) Company 'Jal' wants to launch flavored drinking water. As a marketing manager which factors you would consider that affect the consumer buying behavior.

P.T.O.

Q3) a) Explain various elements of micro and macro environment and how do they affect business organization with the help of suitable example. **[10]**

OR

- b) Undertake the environmental analysis for any two of the following markets.
- i) Family holiday package.
 - ii) LED TV.
 - iii) Rat killer.

Q4) a) Name and describe the bases for segmentation that might be used in segmenting consumer markets. Which segmenting variable(s) do you think 'Godrej' is using for 'Hair Dyes'? **[10]**

OR

- b) Denta tooth past has taken early lead in terms of creating positioning in consumer mind. Company launches various variances like denta white, Denta plus, Denta herbal. Analyze various bases of segmentation used by the company.

Q5) a) What is 'Goods-service continuum'? explain with a diagram and appropriate example. **[10]**

OR

- b) What do you mean by a product? Classify consumer products and industrial products in detail.

