

Total No. of Questions : 5]

SEAT No. :

**P1722**

**[4970]-1006**

[Total No. of Pages : 2

**M.B.A.**

**106 - BASICS OF MARKETING**

**(2013 Pattern) (Semester - I)**

*Time : 2½ 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 answer should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answers.*

**Q1) a)** “If our product is good, we do not require any marketing; customer will come on their own and buy it” says one business owner. Do you agree? With reference to above explain the term Marketing Myopia and differentiate between Sales and Marketing orientations in the context of A four wheeler company. **[10]**

OR

b) “Marketing appeals to businessmen as it is arguably the most important department of any business” comment. Define Marketing and explain the core concepts of Marketing. **[10]**

**Q2) a)** i) Consumer wants to purchase Life Insurance. 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 car perfume? **[5]**

OR

b) i) “If you are able to know why & how consumers buy, what they buy, you can be successful marketer” Comment and explain the various factors, which affect the consumer buying behavior. **[5]**  
ii) Enlist and analyze the steps involved in the buying decision process for the product ‘iPod’. **[5]**

**P.T.O.**

- Q3) a)** Undertake the macro environmental analysis for any two of the following markets: **[10]**
- i) Mobile repairing.
  - ii) Saloon.
  - iii) Ice-cream parlor.

OR

- b) “Marketing managers have to take and revise their Marketing Decisions considering the change in macro environmental forces” comment. Explain various types of environmental forces and factors influencing marketing decisions. **[10]**

- Q4) a)** Shivansh private ltd. manufactures variety of woolen garments. As a marketing manager of a company how would you segments the market for such products to be sold all over India? Analyze various segmentation bases used by marketing manager of company. **10]**

OR

- b) As a marketing manager of an organization develop ‘market segment, targeting and positioning’ for marketing plan for following: **[10]**
- i) Sugar free tablets.
  - ii) 350 cc Bike.

- Q5) a)** What do you mean by a product? Classify consumer products and industrial products in detail. **[10]**

OR

- b) i) The basic purpose of having any motorbike is to commute between two locations; for which two wheelers are used. However, still we find that every motorbike manufacturer has a range of product E.g. Bajaj Auto has a range from Platina, Discover, Pulsar and Avenger etc. What do you think is the rational of having such long product line in same category of the product. **[5]**
- ii) What is ‘Goods-Service continuum’? Explain with diagram and appropriate examples. **[5]**

