

Total No. of Questions : 5]

SEAT No. :

P2151

[Total No. of Pages : 2

[5165]-106

M.B.A. (Semester - I)

106 : BASICS OF MARKETING (CBCS)

(2013 Pattern)

Time : 2.30 Hour]

[Max. Marks : 50

Instructions to students.

- 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) 'Wal-Mart's motto of "satisfaction guaranteed" is an example of the marketing concept. Whether the Wal-Mart employee is an accountant or a cashier, the customer is always first. As simple as the philosophy sounds, the concept is not very old in the evolution of marketing thought.' Analyze the statement in contest 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. [10]

Q2) a) i) Consumer wants to purchase 'mobile handset'. 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 'Personal Computer'? [5]

OR

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OR

- b) i) Analyze the steps involved in buying decision process for 'High-definition television'. [5]
ii) Company 'BOOND' wants to launch flavored drinking water. As a marketing manager which factors you would consider that affect the consumer buying behavior. [5]

Q3) a) "Xerox invented photocopying and for decades dominated the industry. But Xerox's harrowing experience provides a cautionary tale of what can happen when a company-even a dominant market leader-fails to adapt to its changing marketing environment." Comment. Explain various types of environmental forces and factors influencing marketing decisions.[10]

OR

- b) Undertake the macro environmental analysis for any two of the following markets. [10]
i) Mobile Handset
ii) Four wheeler
ii) Insurance

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

OR

- b) A company is planning to launch a new brand of summer cool deodorant. How will you segment the market and Suggest a market targeting strategy for new brand. [10]

Q5) a) ITC has recently forayed in FMCG segment and is offering various products. ITC is posing as a challenger for established players in FMCG sector. The company is offering range of product like Agarbatti, Soap, Aatta, Shampoo, analyse the product mix of the company. [10]

OR

- b) What do you mean by a product? Classify consumer Products and Industrial products in detail. [10]

