

Total No. of Questions : 5]

SEAT No. :

P1673

[4470]-106

[Total No. of Pages : 2

M.B.A. (Semester - I)
106 : BASICS OF MARKETING
(2013 Pattern)

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 right indicate marks for that question/sub question.*
- 5) *Your answers should be specific & to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams & illustrations supportive to your answer.*
- 8) *Use of calculators is permitted (as applicable).*

- Q1)** a) Design a marketing mix for any two of the following. **[10]**
- i) A company offering a toilet soap.
 - ii) A company offering tea.
 - iii) A company offering credit card.

OR

- b) Design a marketing mix for any two of the following. **[10]**
- i) A company offering a talcum powder.
 - ii) A company offering a refrigerator.
 - iii) A company offering a chain of hotels.

- Q2)** a) i) 'Organisation buying behaviour involves purchases based on rational criteria while consumer buying behaviour involves purchases frequently made on impulse'. Analyse the statement. **[6]**
- ii) Analyse the steps involved in buying decision process for 'Home Theatre System'. **[4]**

OR

- b) i) You are planning to buy a higher end mobile handset the handset should have a HD display, a good camera, latest operating system, stereo surround sound technology. Analyse the steps that you undergo in buying process. **[5]**

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- ii) You are planning to buy a new tablet. The tablet should have a 7" display, at least 1GB RAM, powerful processor, dual camera & expandable memory. Analyse the steps that you undergo in buying process. [5]

Q3) a) Undertake the macro environmental analysis for any two of the following markets. [10]

- i) Telecom.
ii) Airlines.
iii) Retail.

OR

b) Undertake the macro environmental analysis for any two of the following markets. [10]

- i) Insurance.
ii) Pharmaceuticals.
iii) Two Wheeler (bikes).

Q4) a) Mysore sandal had taken a early lead in terms of creating a position in consumers mind. Company launched mysore sandle soap in the market over a period of time company created variants like sandlewood soap, mysore sandle gold etc. Analyse various segmentation strategies used by company. [10]

OR

b) Develop the market segmentation bases for the following. [10]

- i) New year diaries.
ii) Antidandruff shampoo.

Q5) a) 'Products can be classified into broad categories based on who will use them & how they will be used'. Analyse the statement in context of classification of products. [10]

OR

b) 'A multinational FMCG company offering range of products like toothpaste, toothbrush, toothpowder & mouthwash is planning to enter India. Analyse the product mix of the company. Make necessary assumptions. [10]

