

Total No. of Questions : 5]

SEAT No. :

P2371

[Total No. of Pages : 2

[4670]-106

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 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) 'Marketing is much broader concept than selling'. 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. **[10]**

Q2) a) i) Consumer wants to purchase 'A micro-wave oven'. 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 'Four Wheeler'? **[5]**

OR

b) i) Analyze the steps involved in buying decision process for 'Touch Screen Mobile Handset'. **[5]**

ii) Company 'Saiganga' wants to launch flavored drinking water. As a marketing manager which factors you would consider that affect the consumer buying behavior. **[5]**

P.T.O.

Q3) a) “Marketing managers have to constantly take and revise their marketing decisions considering the changes in micro and macro environmental forces” 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 services provider.

ii) Pesticide.

iii) 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 ‘Dell’ is using for Personal Computer? **[10]**

OR

b) Thomson Baby soap has taken early lead in terms of creating positioning in consumer mind. Company launches various variances like Thomson soap for delicate skin and Thomson soap for men. Analyze various bases of segmentation used by the company. **[10]**

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

OR

b) ‘Product can be classified into broad categories based on who will use them & how they will use’. Analyze the statement in context of classification of products. **[10]**

