

Total No. of Questions : 5]

SEAT No. :

P3789

[4870]-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 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) “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 Wrist Watch Company. **[10]**

OR

b) “The power of marketing and the way it can manipulate a person’s view of a company or brand is something which has fascinated for several years” comment. Define Marketing and explain the core concepts of Marketing. **[10]**

Q2) a) 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.
ii) Analyze the steps involved in the buying decision process for the product ‘Green tea’. **[10]**

OR

b) i) Consumer wants to purchase Tractor. Explain the various factors, which would affect the consumer buying behavior.
ii) Enlist and analyze the steps involved in the buying decision process for ‘Mobile Handset’. **[10]**

P.T.O.

Q3) a) “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]**

OR

- b) Undertake the environmental analysis for any two of the following markets. **[10]**
- i) Medical shop.
 - ii) Beauty parlor.
 - iii) Telecom.

Q4) a) As a marketing manager of an organization develop ‘market segment, targeting and positioning’ for marketing plan for following: **[10]**

- i) Organic agriculture product
- ii) Washing Machine

OR

- b) Pruthvi private ltd. manufactures variety of woolen garments. As a marketing manger 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]**

Q5) a) Define product. Explain the Product Mix with respect to a FMCG company. Make necessary assumptions.

OR

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

