

Total No. of Questions :5]

SEAT No. :

P3965

[Total No. of Pages :2

[5070] - 1006

M.B.A.

106: BASICS OF MARKETING

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[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 answer 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 innovation; customers will come on their own and buy it” says one business owner. Do you agree? With reference to this statement explain the term Marketing Myopia and differentiate between Sales and Marketing orientations in the context of A Housing Finance Company. **[10]**

OR

b) “Since studying Marketing during business studies a level of interest in the subject has grown rapidly, in opinion marketing is the most influential division of a business” comment. Define Marketing and explain the core concepts of Marketing. **[10]**

Q2) a) “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]**

b) Enlist and analyze the steps involved in the buying decision process for ‘Mobile handset’. **[5]**

OR

P.T.O.

- a) Consumer wants to purchase LED TV. Explain the various factors, which would affect the consumer buying behavior. [5]
- b) Enlist and analyze the steps involved in the buying decision process for the product 'Washing Machine'. [5]

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) Banking.
- ii) Four-wheeler service center.
- iii) Hostel.

Q4) a) Dnyaneshwari private ltd. manufactures variety of woollen 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 'marketing segment, targeting and positioning' for marketing plan for following. [10]
- i) Tractor.
- ii) Small car.

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

OR

- b) i) "A Product is more than a physical entity". Do you agree? Justify your answer. [5]
- ii) Explain the product Mix with respect to a FMCG company. Make necessary assumptions. [5]

