

Total No. of Questions : 5]

SEAT No. :

P4669

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[5659]-106

M.B.A.

106 - GENERIC CORE : BASICS OF MARKETING

(2013 Pattern) (Semester - I) (CBCS)

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) Explain the term Marketing Myopia and differentiate between Sales and Marketing orientations in the context of a Two Wheeler Company. [10]

OR

b) Define Marketing and explain the core concepts of Marketing. [10]

Q2) a) Consumer wants to purchase Health Drink. Explain the various factors, which would affect the consumer buying behavior. [5]

b) What type of decision process would you expect most consumers to follow in their purchase of Air Conditioner? [5]

OR

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 the product ‘iPod’. [5]

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

- i) Mobile repairing.
- ii) Saloon.
- iii) Ice-cream parlor.

OR

P.T.O.

- b) “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]

- Q4)** a) Shivansh private ltd. manufactures variety of woolen 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 ‘market segment, targeting and positioning’ for marketing plan for following : [10]
- i) Sugar free tablets.
 - ii) 350 cc Bike.

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

OR

- b) i) The basic purpose of having any motorbike is to commute between two locations; for which two wheelers are used. However, still we find that every motorbike manufacturer has a range of product E.g. Bajaj Auto has a range from Platina, Discover, Pulsar and Avenger etc. What do you think is the rational of having such long product line in same category of the product. [5]
- ii) What is ‘Goods - Service continuum’? Explain with diagram and appropriate examples. [5]

