

Total No. of Questions : 5]

SEAT No. :

P2206

[Total No. of Pages : 2

[5165]-1006
M.B.A. (Semester - I)
106 : BASICS OF MARKETING
(2016 Pattern)

Time : 2.15 Minutes]

[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.*

Q1) Explain the following core concepts of marketing with a suitable example. **[10]**

- a) Need
- b) Demand
- c) Exchange
- d) Customer and consumer
- e) Customer satisfaction

OR

Design a marketing mix for milk chocolates producing company.

Q2) Discuss the steps involved in the buyer decision process for wrist watch products. **[10]**

OR

Explain the comparison between organizational and consumer buying behaviour.

P.T.O.

Q3) Discuss linkages between marketing function and all functions in the organization. **[10]**

OR

Undertake the macro environmental analysis for any one of the following markets.

- i) Tourism
- ii) Healthcare

Q4) Define market segmentation. What are the bases for market segmentation of consumer goods. **[10]**

OR

Develop the market segmentation bases for the following.

- i) Two wheeler (bikes)
- ii) Telecom

Q5) a) Patanjali Ayurved offering range of products like toothpaste, toothpowder, Handwash, biscuits, noodles etc. Analyse the product mix of the company. Make necessary assumptions. **[10]**

OR

Write short notes on any two of the following.

- a) Goods and services continuum
- b) Unsought products
- c) Product line

