

Total No. of Questions : 5]

SEAT No. :

P1426

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[5365]-1006

M.B.A

106: BASICS OF MARKETING

(2016 Pattern) (Semester-I)

Time : 2¼ 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 side indicate marks.*

Q1) a) Define the term marketing? Explain the cell concepts of marketing with suitable examples **[10]**

OR

b) What do you understand by 4Pl of marketing mix? Discuss the 4pl in detail with context to any retail shop of your choice. **[10]**

Q2) a) Enlist Explain and analyze the steps involved in the buying decision process for the produce i-phone. **[10]**

OR

b) Explain the comparison between organizational buying behaviour and continues buying behaviour. **[10]**

Q3) a) Undertake a macro environmental analysis for any one of the following.
i) Beauty parlour/salon
ii) LED smart TV **[10]**

OR

b) Explain the various elements involved in micro environment and low the they affect business organisation with the help of suitable example. **[10]**

P.T.O.

Q4) a) Explain in concept of differentiation and poisoning with context to today's competitive environment. **[10]**

OR

b) What do you understand by market segmentation. What would be the base of market segmentation for any ONE of the following.

i) Tractor

ii) Washing machine

[10]

Q5) a) What are the elements of product mix? Describe in the context of any FMCC produce of your choice. **[10]**

OR

b) Write short note on (Any 2):

[10]

i) Convenience Goods

ii) Unsought Goods

iii) Goods service continuum

