

Total No. of Questions : 5]

SEAT No. :

P4065

[Total No. of Pages : 2

[5565]-1006

M.B.A.

106 : BASICS OF MARKETING

(2016 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) *Figure to the right indicate marks for question.*

**Q1)** Now a days the market is increasingly becoming complex; and uncertain. What might once have been considered a “strategy” is little more than dynamic in today’s changing environment. Discuss the meaning and core concepts of marketing in the light of above statement. **[10]**

OR

Discuss the tips of marketing mix with an example of a shopping Mall. **[10]**

**Q2)** In marketing, consumer is the most significant element. Consumer’s likes and dislikes play a vital role in regards to marketing plans & policies of any company. Explain consumer buying behavior and its characteristics in the light of above statement. **[10]**

OR

Analyse the steps involved in buying decision process for a LED TV. **[10]**

**Q3)** Explain various elements of Micro Environment. How do they affect any business/company. Explain with any suitable example. **[10]**

OR

**P.T.O.**

Conduct a macro level environmental at analysis for any one of the following market: [10]

- a) Medical shop.
- b) Tourism company.

**Q4)** Define Market Segmentation. What are the basis of Market Segmentation for consumer goods. [10]

OR

As a Marketing Manager of an organization develop “Market segment, targetting and position for following : [10]

- a) FM Radio channel.
- b) Detergent powder.

**Q5)** Explain goods and services continuous with respect to the situation where you checked in a five star hotel room. [10]

OR

What do you mean by product? Classify consumer product and industrial product. [10]

