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SEAT No. :

P3874

[Total No. of Pages : 2

**[5070]-5006**  
**M.B.A. (Semester - I)**  
**106 : BASICS OF MARKETING**  
**(2016 Pattern)**

*Time : 2.½ 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 indicates marks for that question.*

**Q1) a)** To be successful, each company that deals with customer on a regular basis must not only be customer driven but also customer obsessed. Explain the concept of selling v/s marketing in the light of above statement. **[10]**

OR

b) Design a marketing mix for a milk chocolate product.

**Q2) a)** Explain the comparism between organizational buying behaviour and consumer buying behaviour. **[10]**

OR

b) Analyze the steps involved in buying decision process for a price.

**Q3) a)** Explain various macro environmental elements. How do they affect any business orgnisation explain it with suitable example. **[10]**

OR

b) Undertake the micro environmental analysis for any one of the following markets :

- i) Beauty parlour
- ii) Fast food Restaurant

**P.T.O.**

**Q4) a)** Write a short note on any two of the following : **[10]**

- i) USP (unique selling proposition)
- ii) Niche Marketing
- iii) Differentiation and Positioning

OR

b) What is meant by market segmentation. What will be the suitable base for market segmentations of a Power Bank (for smart phones).

**Q5) a)** Distinguish between consumer products and Industrial products. Explain various classification of consumer goods/products. **[10]**

OR

b) What are the constituents of product mix. Explain them in context with any FMCG product of your choice.

