

Total No. of Questions :5]

SEAT No. :

**P3859**

[Total No. of Pages :2

**[5265] - 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 indicate full marks.*

**Q1) a)** Choose any 1 kind of retail shop of your choice. Discuss the way it uses 4 P's of marketing mix to position itself to as a successful business.[10]

- i) Electronic store.
- ii) Mobile store.
- iii) Grocery store.

OR

b) Selling and Marketing : these two terms are the one we often hear in our day to day life, but infact they are two different functions. Distinguish and explain selling and marketing concept in the light of above statement.

[10]

**Q2) a)** Consumer wants to purchase a refrigerator. Explain the consumer buying behavior process in the context of above situation. [10]

OR

b) Explain the comparison between organization buying behaviour and consumer buying behaviour. [10]

*P.T.O.*

**Q3) a)** What are the various elements in a Macro Environment. Explain them by justifying how do they affect any business organization with a suitable example. **[10]**

OR

**b)** Undertake micro environmental analysis for any one of the following markets. **[10]**

- i) Beauty parlour/salon.
- ii) Fast food Restaurant.

**Q4) a)** Explain what is market segmentation? Which segmentation variables do you think Godrej is using for Hair dyes? **[10]**

OR

**b)** Write short note on : (Any 2) **[10]**

- i) USP (Unique selling proposition).
- ii) Niche marketing.
- iii) Differentiation and positioning.

**Q5) a)** What do you understand by Goods - service continuum. Explain with a diagram and appropriate example. **[10]**

OR

**b)** What do you understand by Product Mix. Explain its elements in context with any FMCG product of your choice. **[10]**

