

Total No. of Questions : 5]

SEAT No. :

**P2183**

**[5465]-1006**

[Total No. of Pages : 2

**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 indicates marks for that question.*

**Q1) a) Design a marketing mix for a fast food resto. [10]**

OR

b) Define marketing. Explain the core concepts of marketing with suitable examples. [10]

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

OR

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

**Q3) a) Undertake the macro environmental analysis for any one of the following:[10]**

- i) Family holiday package.
- ii) LED smart TV.

OR

b) Explain the various elements of micro environment and how do they affect business organization with the help of suitable examples. [10]

**P.T.O.**

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

OR

b) Name and describe the bases for segmentation that might be used in segmenting consumer markets. Which segmenting variables do you think 'Godrej' is using for 'Hair Dyes'. **[10]**

**Q5) a)** What are the elements of product mix? Describe product mix in the context of nay FMCG product. **[10]**

OR

b) Write short notes (any two): **[10]**

i) Convenience Goods.

ii) Unsought Goods.

iii) Goods and services continuum.

