

15 Dec 23

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P7872**

[6118]-1005

**M.B.A. - I**

**105 - GC - 05 : BASICS OF MARKETING  
(Revised 2019 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Give suitable examples wherever necessary.*

**Q1) Solve any five:**

**[5×2=10]**

- a) Define needs, Wants and demand?
- b) Define a role Gate- Keeper plays in organizational buying decision making?
- c) Define Meta marketing?
- d) Name the major four components of Holistic Marketing?
- e) List the four bases of Segmentation?
- f) Educational Qualification of the customer is a
  - i) Demographic factor
  - ii) Cultural factor
  - iii) Natural factor
  - iv) Economic factor
- g) Publics are the part of micro environment
  - i) True
  - ii) False
- h) List the four stages of PLC?

**Q2) Solve any two:**

**[2×5=10]**

- a) Explain any two approaches to the study of Marketing. Support your answer with suitable examples.
- b) Describe various factors influencing buying behaviour of consumers for choosing a home loan.
- c) Explain in detail how macro marketing environment affect the marketing strategies for FMCG goods?

*P.T.O.*

Q3) Solve any one:

[10]

- a) Illustrate the various bases of market segmentation can be done for the smart watches for Indian market.

OR

- b) With changing times, weather and space, fashion products are constantly changing. Illustrate the different PLC strategies for the Fashion wear apparels.

Q4) Solve any one:

[10]

- a) Examine the various stages of consumer buying decision process for purchasing a penthouse.

OR

- b) Many experts believe that Blockbuster's downfall like Kodak and Old Spice was due to marketing myopia. By staying focused on its customers and being willing to adapt to change company can able to avoid marketing myopia. Justify your answer with suitable examples.

Q5) Solve any one:

[10]

- a) As a marketing manager of a company manufacturing and selling variety of health drinks products in Indian Market, develop the marketing positioning strategies for the kids market? Make necessary assumptions to justify your answer.

OR

- b) Formulate Marketing mix for an insurance product selling through online platform in India.



Total No. of Questions : 5]

SEAT No. :

PA-4583

[Total No. of Pages : 3

[5946] 15

First Year M.B.A.

105 : GC-05 - BASICS OF MARKETING

(Revised 2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labelled diagrams and make assumptions wherever necessary.
- 2) Figures to the right indicates full marks.
- 3) Illegible answers are liable to be unassessed.
- 4) All questions are compulsory.
- 5) Each question carries equal marks.

Q1) Solve any five:-

[5×2=10]

- a) Which of the following is not a personal factor affecting the consumer behaviour-
  - i) Age and stage in the life cycle
  - ii) Occupation and economic circumstances
  - iii) Personality and self concept
  - iv) Reference group
- b) Customers are
  - i) The buyers but may or may not be the user of the product
  - ii) Consumers
  - iii) They are the end users of the product
  - iv) (i), (ii) and (iii)
- c) Which company owns the brand-Maggi?
  - i) Cadbury
  - ii) Dabur
  - iii) Nestle
  - iv) Britannia
- d) Good marketing is no accident, but a result of careful planning and \_\_\_\_\_
  - i) execution
  - ii) selling
  - iii) strategies
  - iv) research

P.T.O.

- e) The oldest form of exchange - trading of products is known as \_\_\_\_\_
- i) Credit
  - ii) Buying
  - iii) Purchasing
  - iv) Barter
- f) Chimney sweeps employs people to clean chimneys in homes. The firm is primarily the marketer of -
- i) A service
  - ii) A good
  - iii) An idea
  - iv) A physical entity
- g) List the 7 Ps of marketing mix.
- h) The term 4 Ps of marketing was given by \_\_\_\_\_ and extended 3 Ps of marketing was given by \_\_\_\_\_
- i) J. McCarthy, Booms & Bitner
  - ii) P. Kotler, K. Keller
  - iii) P. Drucker, W. Stanton
  - iv) Al Ries, J. Trout

Q2) Solve any two

[2×5=10]

- a) Explain the terms market potential and market share with suitable example.
- b) Outline the difference between market places, market spaces and meta market.
- c) Illustrate how individual buying behaviour is different from organizational buying behaviour.

Q3) Solve any one

[10]

- a) A national T.V. channel is hosting a food show. Choose the segmentation strategy for having a good TRP of the show across the country.

OR

- b) A company producing detergent is planning to launch a liquid fabric wash. Use suitable micro environment analysis for the same.

Q4) Solve any one

[10]

- a) Appraise the consumer buying process for selection of coffee shop.
- b) Analyse 3 Ps of marketing for a company organisers of adventure sports for teenage customers.

Q5) a) "In the modern business world, the significance of marketing management has increased to a great extent due to the constant changes in macro environment." Critically evaluate the statement analysing the components of macro environment in Indian market context. [10]

OR

- b) Today is the era of digital and online market. Many organizations have opted for the same over a physical store. Taking a product of your choice discuss the new consumer capabilities and new company capabilities for online marketing. [10]

Total No. of Questions : 5]

SEAT No. :

PA-4157

[Total No. of Pages : 2

[5946]-105

M.B.A. - I

105-GC-05 : BASICS OF MARKETING

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to right indicate full marks.

Q1) Solve Any Five out of Eight (2 marks each):

- a) Explain concept of Market Potential and market share.
- b) What is zero moment of truth (ZMT)?
- c) What is Meta - Markets?
- d) Define Individual Marketing.
- e) Define concept of positioning.
- f) List down four concepts of marketing.
- g) Explain two components of marketing mix.
- h) List down key customer market.

**Q2) Solve any two out of three (5 marks each):**

- a) Explain buying roles with appropriate example.
- b) Describe Marketing myopia wrt automobile sector.
- c) Distinguish between targeting, segmentation and positioning.

**Q3) Solve Any One (10 Marks each):**

- a) Examine the major forces that affect the organization's micro and macro environment. Give appropriate instances.

OR

- b) Develop PESTLE analysis for a coffee shop.

**Q4) Solve Any One (10 Marks each):**

- a) Explain each stage of consumer buying behaviour for purchase of double door refrigerator for personal use.

OR

- b) Explain segmentation and categorize following products in suitable segmentation. Justify your answer.

- i) Kinder Joy and
- ii) Royal Enfield Bullet

**Q5) Solve Any One (10 Marks each):**

- a) Describe the suitable strategies to be adopted at each stage of PLC for a two wheeler of your choice.

OR

- b) Formulate Marketing mix for new sugar free ice-cream brand in India.



Total No. of Questions : 5]

SEAT No. : **P6862**

[Total No. of Pages : 2

[5860]-105

**First Year M.B.A.****105 - GC - 05 : BASICS OF MARKETING****(2019 Pattern) (Semester - I)***Time : 2 Hours]**[Max. Marks : 50**Instructions to the candidates:*

- 1) *All Questions are Compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1)** Solve Any 5 out of 8:**[10]**

- a) List the competing concepts under which organisations has carried out marketing activities.
- b) Write the concepts that states that if consumers and businesses are left alone, they will not buy enough of the organisation products. Explain.
- c) Define need & provide two examples.
- d) List five elements of Macro environment.
- e) List the major consumer market segmentation variables.
- f) Identify the two points of distinction between organisation and consumer buying behaviour.
- g) List components of marketing mix.
- h) Mention the stages of product life cycle.

**P.T.O.**

**Q2) Solve Any Two out of Three:**

**[10]**

- a) Explain components of Micro Environment analysis with proper example.
- b) What is long tail marketing and niche marketing. Explain with appropriate example.
- c) Explain concept of market share & potential for smart phones in India.

**Q3) Solve Any One:**

**[10]**

- a) Explain the term “Targeting” and “Positioning”. How these concepts applied to Android phones? Explain with appropriate example.

OR

- b) Ayust pvt. ltd. is manufacturer with variety of fruit juices. As a marketing manager design segmentation strategy for it.

**Q4) Solve Any One:**

**[10]**

- a) Explain various steps involved in buying a laptop for personal use.

OR

- b) Analyse the term “Post purchase behaviour”, “Moment of truth”, “Zero moment of truth: write selection of B School.

**Q5) Solve Any One:**

**[10]**

- a) Describe strategies adopted at each level of PLC for a F.M.C.G. product of your choice.

OR

- b) Formulate marketing mix for a new electric SUV brand in India.





- e) Amit thought he had received the best deal on his new car. Shortly after the purchase, Amit started to notice certain disadvantages of his new car as he learned more about other cars available. Amit is experiencing \_\_\_\_.[2]
- i) selective perception
  - ii) information evaluation
  - iii) purchase decision
  - iv) postpurchase cognitive dissonance
- f) Nita is a marketing manager of a large consumer foods company. She is studying the price, promotion and the distribution of the company's product. Nita is studying the [2]
- i) Marketing strategy
  - ii) Marketing mix
  - iii) Marketing plan
  - iv) Market offering
- g) Enumerate the various demographic variables. [2]
- h) What is PESTLE Analysis? [2]

**Q2) Solve any two**

- a) Outline the need for analyzing the marketing environment. [5]
- b) How mass marketing is different from segment marketing? [5]
- c) How is variety seeking behaviour different from habitual buying behaviour. [5]

**Q3) Solve any one**

- a) Explain the segmentation and targeting for Titan watches for urban customers. [10]
- b) Explain how changes in the demographic & economic environments affect the marketing decisions of Consumer Durable manufacturers. [10]

**Q4)** Solve any one

- a) Indian consumer durable industry has been witnessing a radical behavioural shift in the past few years. Consumer spending has rapidly evolved from necessity-based purchase to planned lifestyle purchase to the next level of impulsive lifestyle purchase. Discuss the criteria that might be used by MICROMAX Informatics India in deciding which market segment to target for their SMART TV brands. [10]
- b) Buying behavior for an Organization and Consumer is different. Compare Organizational Buying behavior & Consumer Buying behavior and state their differences. [10]

**Q5)** Solve any one

- a) Evaluate the targetting & positioning strategies of DOVE shampoo for the urban & rural markets. [10]
- b) Identify product in the Maturity stage of PLC from Electronics/White goods sector. Develop a marketing mix strategy for the same [10]

