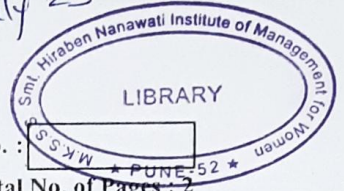


July 23



Total No. of Questions : 5]

P3806

SEAT No. : SSXW

[Total No. of Pages : 2

[6025]-105

F.Y. M.B.A.

105 - GC - 05 : BASICS OF MARKETING

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks - 10.
- 2) All questions are compulsory.
- 3) Support you answer with suitable example.
- 4) Draw diagram and illustration supportie to you answer.

Q1) Answer the following (Any Five)

[10]

- a) The customer is _____ when He /She feels the performance of the product in more than expected?
 - i) Satisfied
 - ii) Dissatisfied
 - iii) Delight
 - iv) Natural
- b) Washing machine & Television are what kind of products?
 - i) Speciality product
 - ii) Electronic products
 - iii) Shopping products
 - iv) Raw material
- c) List down the 4 slope of Marketing.
- d) What is customer satisfaction?
- e) State the 4 bases for Segmentation?
- f) Define the word customer loyalty?
- g) Define the term consumer.
- h) What are FMCG products?

Q2) Answer the following (Any two)

[10]

- a) Explain the concept of market positioning with example of your choice?

OR
- b) Explain the various phases for purchase of Industrial goods.

OR
- c) Outline the importance of Analysing Environment?

P.T.O.

Q3) Answer any one form the following. [10]

- a) Develop a marketing segmentation strategy for EV2 wheeler in Indian market?

OR

- b) Illustrate the importance of Digital market in Today's Globle competitive market.

Q4) Solve any one from the following. [10]

- a) Analyse the importance of consumer buying behaviour process for online shopping application?

OR

- b) Develop a PESTL Analysis for coffee shop?

Q5) a) Design marketing min strategy for fairness cream? [10]

OR

- b) Mr. Anand is staying pure with his family he is planning to buy life Insurance policy for his family. Explain various factors which was impact on his consumer buying process?



13 Mar 23

Total No. of Questions : 5]

SEAT No. :

PA-4583

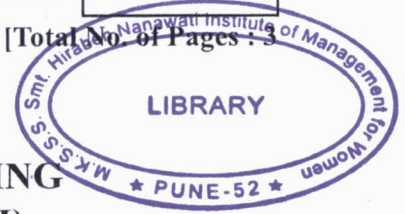
[Total No. of Pages : 3]

[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.

Q4) Solve any one

[10]

- a) Appraise the consumer buying process for selection of coffee shop.

OR

- b) Analyse 3 Ps of marketing for a company organisers of adventure sports for teenage customers.

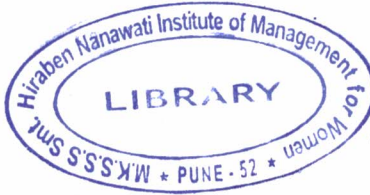
Q5) a) “In the modern business world, the significance of marketing management has increased to a great extent due to the constant changes in macroenvironment.” Critically evaluate the statement analysing the components of macro environment in Indian market context. **[10]**

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]

P5517



Dec 19

SEAT No. :

[Total No. of Pages : 3

[5659]- 5005

F. Y. M.B.A. (Semester - I)

105 : BASICS OF MARKETING

(2019 Pattern)

Time : 2.30 Hours]

[Max. Marks : 50

Instructions to the candidates :-

- 1) Draw neat labeled diagrams wherever necessary.
- 2) Black figures to the right indicate full marks.
- 3) Illegible answers are liable to be unassessed.
- 4) Attempt all the sections.

SECTION-I

Q1) Solve any five :

- a) Tabulate the difference between Customer Satisfaction and Customer Delight? (2 points each) [2]
- b) Match the following : [2]
 - a) Need
 - b) Want
 - c) Competitors
 - d) Demand
 - i) Desire for a specific product
 - ii) Something backed by buying power
 - iii) States of felt deprivation
 - iv) Rivals & substitutes
- c) Define the concept of Macro environment. [2]
- d) The target group for Education loans is _____ [2]
 - i) Students seeking higher education
 - ii) Students willing to take higher education but financially weak
 - iii) All parents
 - iv) The ones who can't meet the higher cost of education.
 - a) 1
 - b) 1 & 2
 - c) 2 & 4
 - d) 3

P.T.O.

- 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]
- selective perception
 - information evaluation
 - purchase decision
 - 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]
- Marketing strategy
 - Marketing mix
 - Marketing plan
 - Market offering
- g) Enumerate the various demographic variables. [2]
- h) What is PESTLE Analysis? [2]

Q2) Solve any two

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

Q3) Solve any one

- Explain the segmentation and targeting for Titan watches for urban customers. [10]
- 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]



20/12/19