

Total No. of Questions : 5]

PC3010

[6380]-1005

First Year M.B.A.

105-GC-05 : BASICS OF MARKETING

(2019 Revised Pattern) (Semester - I)

SEAT No. :

[Total No. of Pages : 2

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw neat labelled diagram to support the answers.
- 4) Make necessary assumptions wherever required.

Q1) Solve any 5 :

[5×2=10]

- a) Define Zero moment of truth
- b) Define the Core Concepts of Marketing (any 4)
- c) Enlist the components of micro environment.
- d) The target group for a new camping site which is near a lake
 - i) Students
 - ii) School which organize excursions.
 - iii) Corporates which book such places for employees' get together.
 - iv) (i), (ii) and (iii)
- e) Enumerate the various demographic variables.
- f) If an organization follows the relational and societal approach it wins good will of customers.
 - i) True
 - ii) False
- g) Enlist the key customer markets.
- h) Differentiate between Selling and marketing.

Q2) Solve any 2.

[2×5=10]

- a) Unique Selling proposition helps in building a good customer base. Explain
- b) Discuss key motivational factors influencing customers for buying online.
- c) Brick and Click Model is the new trend for reaching the customers. Explain.

P.T.O.

Q3) Solve any 1.

[10]

- a) Enlist and apply the steps involved in the buying decision process for 'i'phone'.

OR

- b) Choose the bases for segmentation that might be used in segmenting consumer markets. Demonstrate segmenting variables you think 'Godrej' is using for 'Easy liquid detergent'.

Q4) Solve any 1.

[10]

- a) Appraise the concept of PLC? Point out the characteristics of PLC stages with reference to model upgradation of refrigerators.

OR

- b) 'Mom's Exclusive', a MNC Retail Company dealing in kids' items in planning to enter India. Identify macro environmental factor study relevant with the products will help the organization?

Q5) Solve any 1.

[10]

- a) Considering various geographical terrain of India develop Marketing mix for a Sports Bike which will be introduced by a MNC.

OR

- b) For FMCG sector and the product of your choice, categorize whether the companies should focus on rural, urban or both the markets. Justify your answer based on Company capabilities and consumer capabilities.

x

x

x

Total No. of Questions : 5]

PB2052

SEAT No. 11191

[Total No. of Pages : 2

[6201]-105

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) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Includes examples wherever necessary.*
- 4) *Draw neat & labelled diagrams wherever necessary.*

Q1) Solve any five :

[5×2=10]

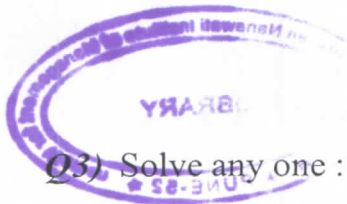
- a) Enlist the functions of marketing.
- b) Explain the concept of microenvironment.
- c) Name the bases for segmentation of business markets.
- d) Explain the concept of moment of truth.
- e) Describe the concept of marketing mix.
- f) Explain the concept of customer delight.
- g) Mention any four components of macroenvironment.
- h) Define & explain long tail marketing.

Q2) Solve any two :

[2×5=10]

- a) Distinguish between organizational buying behavior and consumer buying behavior.
- b) Discuss the concept and characteristics of product life cycle.
- c) Elaborate on the functions of marketing manager.

P.T.O.



Q3) Solve any one :

[1×10=10]

- a) Develop PESTEL analysis for an educational institute.
- b) What is segmentation, Targeting & positioning? How these concepts are used by colgate & Nike?

Q4) Solve any one :

[1×10=10]

- a) Discuss the steps involved in buying decision process for electric car.
- b) Imagine you are marketing manager of a company selling organic skin care products, and targeting urban population between the age 18 to 25. Design and discuss suitable marketing mix for its products.

Q5) Solve any one :

[1×10=10]

- a) Quoting suitable examples, discuss the new capabilities consumers have gained in the digital age & how these capabilities influence marketing strategies.
- b) Explain the concept of zero moment of truth (ZMOT) introduced by google. Provide examples of companies that have effectively leveraged ZMOT to influence consumer perceptions & behavior.



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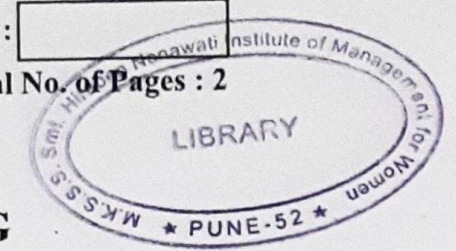
SEAT No. :

[Total No. of Pages : 2

[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.

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