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PD2683

SEAT No. :

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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) *Draw neat labelled diagram to support the answers.*
- 4) *Make necessary assumptions wherever required.*

Q1) Solve any 5.

[5×2=10]

- a) Outline difference between Growth and Maturity stages of Product life cycle
- b) Relate mass marketing with relevant examples
- c) Describe PESTLE analysis
- d) Define Value proposition
- e) The term used where the marketer can't foresee the consequences of the marketing activity practiced by him is called _____
 - i) Marketing myopia
 - ii) Zero moment of truth
 - iii) Drop error
 - iv) Product failure
- f) List the various types of PLC
- g) Describe Brick and Click Model
- h) Which one is not a part of marketing mix
 - i) Product
 - ii) Price
 - iii) Packaging
 - iv) Physical evidence

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Q2) Solve any 2.

[2×5=10]

- a) Distinguish between Customer Satisfaction and Customer Delight in hospitality sector with reference to services offered.
- b) Considering Market Segmentation Identify the bases for market segmentation for consumer goods.
- c) Holistic Marketing Orientation involves various elements. Explain it.

Q3) Solve any 1.

[10]

- a) Choosing the different buying factors for Tourism as a product demonstrate the comparison chart for organizational buyer behaviour and consumer buying behaviour for tourism industry.

OR

- b) Marketing managers have to take and revise their marketing decisions considering the changes in macro environmental forces. Illustrate with regards to various macro environmental factors.

Q4) Solve any 1.

[10]

- a) Appraise various steps Miss Rashi Khanna an aspiring student of engineering will consider while buying Laptop for Personal use.

OR

- b) A company producing toothpaste is planning to launch mouthwash as well. Point out micro environment factors for the same.

Q5) Solve any 1.

[10]

- a) Positioning is very important for conversion of the targeted customer into actual customer. Justify it with example of Banking industry.

OR

- b) In today's competitive market extended three Ps are very important. Support the statement with reference to hospitality industry.

