

Total No. of Questions : 5]

P6862

SEAT No. :

[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.

