

OCT/NOV-2022

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 7Ps 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.

