

Total No. of Questions : 5]

**P7872**

SEAT No. :

[Total No. of Pages : 2

[6118]-1905

**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.

