[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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