

Total No. of Questions : 5]

SEAT No. :

PD2836

[Total No. of Pages : 2

[6430]-504

F.Y. M.B.A.

**BM - 504 - MJ - 104 - GC - 04 : BASICS OF MARKETING
(2024 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) *Make necessary assumptions.*

Q1) Answer any Five (2 marks each):

[10]

- a) Define the term 'Marketing Myopia'.
- b) What is the 'Zero Moment of Truth (ZMOT)'?
- c) List down the 'four major forces of Macro environment'?
- d) How showrooming is different from Web rooming?
- e) Define 'Forrester's Social Technographics segmentation'.
- f) Define the 'Customer Satisfaction, and Customer Delight.
- g) Recall the components of 'Holistic Marketing'.
- h) What are the 'Four C's' of 'Connected Marketing Mix'.

Q2) Attempt any Two (5 marks)

[10]

- a) Explain how Indian festival like Diwali influence marketing strategies. Support your answer with examples.
- b) Outline the concept of 'Market Potential and Market share' with relevant examples.
- c) Illustrate the concept of 'Omni channel Consumer Behaviour' with real life examples.

P.T.O.

Q3) Answer any One

[10]

- a) 'A fast-food chain' is planning to expand in the Indian market. Identify suitable customer segments, explain your targeting approach, and propose an effective positioning strategy tailored to the Indian market.
- b) As a marketer, analyse the marketing environment for a 'New Travel and Tourism Company' in the Indian market. Provide relevant examples to illustrate your analysis.

Q4) Answer any One

[10]

- a) Kavya visits a two-wheeler showroom with her family and realizes the need to upgrade her vehicle for better features and fuel efficiency. Explain the various stages of consumer buying behaviour she would go through in choosing a two-wheeler.
- b) Himanshu is planning to buy a real estate property for his family in Pune city. Describe the stages of consumer buying behaviour that Himanshu will likely go through in making this purchase.

Q5) Answer any One

[10]

- a) Every product goes through distinct stages of the Product Life Cycle (PLC), each presenting unique challenges and opportunities for marketers across the Product Life Cycle. Identify and formulate the strategies for a company launching an 'Affordable Android based Dual screen Flip Mobile Handset' in Indian Market.
- b) Design a comprehensive marketing mix for a company that promises to deliver 'Beauty and Personal care' products to customers within 30 minutes. Make assumptions to justify your approach.

