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Dr. D. Y. Patil Institute of Management & Entrepreneur Development
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Total No. of Questions : 5]

SEAT No. :

PF-5706

[Total No. of Pages : 2

[6648]-504
M.B.A.
BM504MJ-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 marks.*
3) *Give suitable examples necessary.*

Q1) Solve any FIVE : **[10]**

a) List down components of Marketing Mix.

b) Define the care concept of marketing (any four)

c) List the four buyers of segmentation.

d) Mention the stages of product life cycle.

e) Define META marketing.

f) Enlist the Key Customer Markets.

g) Define consumer buying behaviour.

h) Differentiate between selling and marketing.

Q2) Attempt any two : **[10]**

a) Explain concept of marketing potential for smart watch in rural India.

b) Illustrate the role of customer delight in today's competitive World.

c) Define the effects of Indian Festival on Marketing of products?

Q3) Solve any one : **[10]**

a) Appraise the significance of IOT in India. Illustrate with 2 examples of IOT.

b) Explain buying Behaviour process for ORIO Biscuits for a children.

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Q4) Solve any one : **[10]**

a) Analysis the marketing Environment for company introducing stain free wall paint of Indian market?

b) Develop STP strategies for a company launching new product share in Indian Market.

Q5) Solve any one : **[10]**

a) Develop Marketing Mix strategy for a company launching a new blend of Coffee for youth in urban market.

b) Every product passess through different stages of life cycle evaluate the statement and identify the product life cycles (PLC) stages for company launching all coat mosquito repellient in market?

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