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Total No. of Questions : 5]

SEAT No. :

PF-12414

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F.Y. M.B.A.

104 GC-04 BM-504-MJ : BASICS OF MARKETING

(2025 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 60*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Make suitable assumptions whenever necessary.*
3) *All questions carry equal marks.*

Q1) **Answer any six of the following: (2 marks each) :** **[12]**

a) State the meaning of customer delight.

b) Define Marketing Myopia.

c) Recall what is meant by the Moment of Truth and Zero Moment of Truth (ZMOT).

d) Mention the 5 As of the adoption process.

e) Recognise thc concept of Neuromarketing.

f) Identify the macro environment in marketing.

g) Which two Indian festivals do you think affect consumer spending?

h) Recall the meaning of market potential.

i) List the 4P's of the marketing mix of the product.

Q2) **Solve any two of the following (6 marks each) :** **[12]**

a) Discuss the importance of studying consumer behavior in marketing.

b) Illustrate why segmentation is important for marketers.

c) Distinguish between selling and marketing.

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Q3) **Answer any one :** **[12]**

a) Apply the five-step consumer decision process to a customer purchasing a new AI based washing Machine.

b) Apply segmentation bases to each of the products listed and justify your choices for each.

i) Augmented Reality (AR) Educational Toy and

ii) Smart Wearables for Teenagers

Q4) **Answer any one :** **[12]**

a) Analyze how each element of the marketing mix can be tailored to successfully launch a new Vegan and plant-based ice creamsin India. Provide specific examples for each element.

b) Differentiate between macro and micro environmental forces by analyzing how each force can impact a company's marketing strategy. Provide specific examples to support your analysis.

Q5) **Solve any one :** **[12]**

a) Justify the decision to use long-tail marketing for an online marketplace with diverse product categories.

b) Evaluate the current stage of the product life cycle for electric scooters in your local market. Justify your assessment and recommend appropriate marketing strategies for this stage.

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