



Dec - 18

Total No. of Questions : 5]

SEAT No. :

P2183

[5465]-1006

[Total No. of Pages : 2

M.B.A.

**106 : BASICS OF MARKETING
(2016 Pattern) (Semester - I)**

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicates marks for that question.

Q1) a) Design a marketing mix for a fast food resto. [10]

OR

b) Define marketing. Explain the core concepts of marketing with suitable examples. [10]

Q2) a) Enlist and analyze the steps involved in the buying decision process for the product 'i'phone'. [10]

OR

b) Explain the comparison between organizational buying behaviour and consumer buying behaviour. [10]

Q3) a) Undertake the macro environmental analysis for any one of the following:[10]

- i) Family holiday package.
- ii) LED smart TV.

OR

b) Explain the various elements of micro environment and how do they affect business organization with the help of suitable examples. [10]

P.T.O.

Q4) a) Explain the concept of differentiation and positioning in the context of today's competitive environment. [10]

OR

b) Name and describe the bases for segmentation that might be used in segmenting consumer markets. Which segmenting variables do you think 'Godrej' is using for 'Hair Dyes'. [10]

Q5) a) What are the elements of product mix? Describe product mix in the context of nay FMCG product. [10]

OR

b) Write short notes (any two): [10]

- i) Convenience Goods.
- ii) Unsought Goods.
- iii) Goods and services continuum.

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Total No. of Questions : 5]

P1426

SEAT No. : []

[Total No. of Pages 42 - 52]

[5365]-1006

M.B.A

April 18

**106: BASICS OF MARKETING
(2016 Pattern) (Semester-I)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right side indicate marks.

Q1) a) Define the term marketing? Explain the cell concepts of marketing with suitable examples [10]

OR

b) What do you understand by 4Pl of marketing mix? Discuss the 4pl in detail with context to any retail shop of your choice. [10]

Q2) a) Enlist Explain and analyze the steps involved in the buying decision process for the produce i-phone. [10]

OR

b) Explain the comparison between organizational buying behaviour and continues buying behaviour. [10]

Q3) a) Undertake a macro environmental analysis for any one of the following.
i) Beauty parlour/salon
ii) LED smart TV [10]

OR

b) Explain the various elements involved in micro environment and low the they affect business organisation with the help of suitable example. [10]

P.T.O.

- Q4) a)** Explain in concept of differentiation and poisoning with context to todays competitive environment. [10]

OR

- b)** What do you understand by marker segmentation. What would be the base of market segmentation for any ONE of the following.

i) Tractor

ii) Washing machine

[10]

- Q5) a)** What are the elements of product mix? Describe in the context of any FMCC produce of your choice. [10]

OR

- b)** Write short note on (Any 2):

[10]

i) Convenience Goods

ii) Unsought Goods

iii) Goods service continuum



Total No. of Questions :5]

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SEAT No. :

[Total No. of Pages :2

[5265] - 1006

M.B.A.

Dec 17

106 : BASICS OF MARKETING
(2016 Pattern) (Semester - I)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicate full marks.

Q1) a) Choose any 1 kind of retail shop of your choice. Discuss the way it uses 4 P's of marketing mix to position itself to as a successful business. [10]

- i) Electronic store.
- ii) Mobile store.
- iii) Grocery store.

b) Selling and Marketing : these two terms are the one we often hear in our day to day life, but infact they are two different functions. Distinguish and explain selling and marketing concept in the light of above statement. [10]

Q2) a) Consumer wants to purchase a refrigerator. Explain the consumer buying behavior process in the context of above situation. [10]

OR

b) Explain the comparison between organization buying behaviour and consumer buying behaviour. [10]

P.T.O.

Dec 17

- Q3) a) What are the various elements in a Macro Environment. Explain them by justifying how do they affect any business organization with a suitable example. [10]

OR

- b) Undertake micro environmental analysis for any one of the following markets. [10]
- i) Beauty parlour/salon.
 - ii) Fast food Restaurant.

- Q4) a) Explain what is market segmentation? Which segmentation variables do you think Godrej is using for Hair dyes? [10]

OR

- b) Write short note on : (Any 2) [10]
- i) USP (Unique selling proposition)
 - ii) Niche marketing.
 - iii) Differentiation and positioning

- Q5) a) What do you understand by Goods - service continuum. Explain with a diagram and appropriate example. [10]

OR

- b) What do you understand by Product Mix. Explain its elements in context with any FMCG product of your choice. [10]



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[5165]-1006

33:70:00 1102/05/20

M.B.A. (Semester - I)

106 : BASICS OF MARKETING
(2016 Pattern)

Time : 2.15 Minutes]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicate marks for that question/sub question.

Q1) Explain the following core concepts of marketing with a suitable example.[10]

- a) Need
- b) Demand
- c) Exchange
- d) Customer and consumer
- e) Customer satisfaction

OR

Design a marketing mix for milk chocolates producing company.

Q2) Discuss the steps involved in the buyer decision process for wrist watch products. [10]

OR

Explain the comparison between organizational and consumer buying behaviour.

P.T.O.

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Q3) Discuss linkages between marketing function and all functions in the organization. [10]

OR

Undertake the macro environmental analysis for any one of the following markets.

- i) Tourism
- ii) Healthcare

Q4) Define market segmentation. What are the bases for market segmentation of consumer goods. [10]

OR

Develop the market segmentation bases for the following.

- i) Two wheeler (bikes)
- ii) Telecom

Q5) a) Patanjali Ayurved offering range of products like toothpaste, toothpowder, Handwash, biscuits, noodles etc. Analyse the product mix of the company. Make necessary assumptions. [10]

OR

Write short notes on any two of the following.

- a) Goods and services continuum
- b) Unsought products
- c) Product line



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SEAT No. :

[Total No. of Pages : 2

Dec- 2016

[5070]-5006

M.B.A. (Semester - I)

**106 : BASICS OF MARKETING
(2016 Pattern)**

Time : 2.½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicates marks for that question.*

Q1) a) To be successful, each company that deals with customer on a regular basis must not only be customer driven but also customer obsessed. Explain the concept of selling v/s marketing in the light of above statement. **[10]**

OR

b) Design a marketing mix for a milk chocolate product.

Q2) a) Explain the comparism between organizational buying behaviour and consumer buying behaviour. **[10]**

OR

b) Analyze the steps involved in buying decision process for a price.

Q3) a) Explain various macro environmental elements. How do they affect any business organisation explain it with suitable example. **[10]**

OR

b) Undertake the micro environmental analysis for any one of the following markets :

- i) Beauty parlour
- ii) Fast food Restaurant

P.T.O.

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Q4) a) Write a short note on any two of the following :

[10]

- i) USP (unique selling proposition)
- ii) Niche Marketing
- iii) Differentiation and Positioning

OR

- b) What is meant by market segmentation. What will be the suitable base for market segmentations of a Power Bank (for smart phones).

Q5) a) Distinguish between consumer products and Industrial products. Explain various classification of consumer goods/products. [10]

OR

- b) What are the constituents of product mix. Explain them in context with any FMCG product of your choice.

