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SEAT No. :

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M.B.A.

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

Time : 2½ Hours]

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

[Max. Marks : 50

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.

OR

b) Explain the following core concepts of Marketing with a suitable example.

- i) Customer Delight.
- ii) Customer loyalty.
- iii) Exchange.
- iv) Customer and consumer.
- v) Customer satisfaction.

Q2) a) Explain the comparison between organizational buying behaviour and consumer buying behaviour.

OR

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

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

- i) Smart phone.
- ii) BMW cars.

OR

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

Q4) a) Explain the concept of differentiation and positioning with context to today's competitive environment.

OR

P.T.O.

b) What do you understand by market segmentation? What would be the base of market segmentation for any one of the following :

- i) Diamond Jewellery.
- ii) Denim Jeans.

Q5) a) Write short note on (Any 2)

- i) Convenience Goods.
- ii) Unsought Goods.
- iii) Goods service continuum.

OR

b) Patanjali Ayurved offering range of products like toothpaste, toothpowder, handwash, biscuits, noodles etc. Analyse the product mix of the company. Make necessary assumptions.

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