

Total No. of Questions : 5]

SEAT No. :

**P5517**

[Total No. of Pages : 3

**[5659]-5005**

**F. Y. M.B.A. (Semester - I)**

**105 : BASICS OF MARKETING**

**(2019 Pattern)**

**Time : 2.30 Hours]**

**[Max. Marks : 50**

**Instructions to the candidates :-**

- 1) *Draw and labeled diagrams wherever necessary.*
- 2) *Black figures to the right indicate full marks.*
- 3) *Illegible answers are liable to be unassessed.*
- 4) *Attempt all the sections.*

**SECTION-I**

**Q1) Solve any five :**

- a) Tabulate the difference between Customer Satisfaction and Customer Delight? (2 points each) **[2]**
- b) Match the following : **[2]**

<ol style="list-style-type: none"><li>i) Need</li><li>ii) Want</li><li>iii) Competitors</li><li>iv) Demand</li></ol>	<ol style="list-style-type: none"><li>a) Desire for a specific product</li><li>b) Something backed by buying power</li><li>c) States of felt deprivation</li><li>d) Rivals &amp; substitutes</li></ol>
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- c) Define the concept of Macro environment. **[2]**
- d) The target group for Education loans is \_\_\_\_ **[2]**

- i) Students seeking higher education
- ii) Students willing to take higher education but financially weak
- iii) All parents
- iv) The ones who can't meet the higher cost of education.

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|---|---|
| <ol style="list-style-type: none"><li>a) 1</li><li>b) 1 &amp; 2</li></ol> | <ol style="list-style-type: none"><li>c) 2 &amp; 4</li><li>d) 3</li></ol> |
|---|---|

**P.T.O.**

- e) Amit thought he had received the best deal on his new car. Shortly after the purchase, Amit started to notice certain disadvantages of his new car as he learned more about other cars available. Amit is experiencing \_\_\_\_\_. **[2]**

- i) selective perception
- ii) information evaluation
- iii) purchase decision
- iv) postpurchase cognitive dissonance

- f) Nita is a marketing manager of a large consumer foods company. She is studying the price, promotion and the distribution of the company's product. Nita is studying the \_\_\_\_\_ **[2]**

- i) Marketing strategy
- ii) Marketing mix
- iii) Marketing plan
- iv) Market offering

- g) Enumerate the various demographic variables. **[2]**
- h) What is PESTLE Analysis? **[2]**

**Q2) Solve any two**

- a) Outline the need for analyzing the marketing environment. **[5]**
- b) How mass marketing is different from segment marketing? **[5]**
- c) How is variety seeking behaviour different from habitual buying behaviour. **[5]**

**Q3) Solve any one**

- a) Explain the segmentation and targeting for Titan watches for urban customers. **[10]**
- b) Explain how changes in the demographic & economic environments affect the marketing decisions of Consumer Durable manufacturers. **[10]**

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**2**

**Q4) Solve any one**

- a) Indian consumer durable industry has been witnessing a radical behavioural shift in the past few years. Consumer spending has rapidly evolved from necessity-based purchase to planned lifestyle purchase to the next level of impulsive lifestyle purchase. Discuss the criteria that might be used by MICROMAX Informatics India in deciding which market segment to target for their SMART TV brands. [10]
- b) Buying behavior for an Organization and Consumer is different. Compare Organizational Buying behavior & Consumer Buying behavior and state their differences. [10]

**Q5) Solve any one**

- a) Evaluate the targeting & positioning strategies of DOVE shampoo for the urban & rural markets. [10]
- b) Identify product in the Maturity stage of PLC from Electronics/White goods sector. Develop a marketing mix strategy for the same [10]

