



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:I
Class:FY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Marketing Fundamentals	Course Code:MBA22102
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

- 1a) Describe SWOT Analysis. (6) CO1

Question No. 2 Attempt following Question

- 2a) What are the key aspects in global marketing (6) CO2

Question No. 3 Attempt following Question

- 3a) What do you mean by segmentation? Examine Major Segmentation Variables of Consumer Markets in detail . (8) CO3

OR

- 3b) Define Positioning with an example. Elaborate benefit, use and competitor positioning? (8) CO3

- 3c) Determine 7p marketing mix for Mcdonalds. (8) CO3

OR

- 3d) Examine the factors to identify target customers. (8) CO3

Question No. 4 Attempt following Question

- 4a) Outline the benefits of sms marketing? How does Swiggy use sms and notifications to communicate with the customer. (8) CO4

OR

- 4b) What is the goal and the need for Integrated Marketing Communication (IMC). (8) CO4

4c) Define Direct Marketing. Types of Direct Marketing to connect with customers? (8) CO4

OR

4d) Outline the key components of Marketing Communication mix with an example. (8) CO4

Question No. 5 Attempt following Question

5a) What is e commerce marketing? Summarize four types of E-commerce businesses models with an example. (8) CO5

OR

5b) Explain five flows in marketing channel for Monster Beverages with the help of block diagram. (8) CO5

5c) Choose a name for the E- commerce business (pharmacy related product) and write down the marketing strategies implementation for E-commerce business. (8) CO5

OR

5d) Compare digital and traditional marketing with an example. (8) CO5

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