Total No. of Questions : 5]

P3806

SEAT No. :

[Total No. of Pages : 2

[6025]-105

F.Y. M.B.A.

105 - GC - 05 : BASICS OF MARKETING

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) All questions carry equal marks - 10.

2) All questions are compulsory.

3) Support you answer with suitable example.

4) Draw digram and illustration supportie to you answer.

Q1) Answer the following (Any Five) [10]

a) The customer is _____ when He /She feels the performance of the product in more than expected?

    i) Satisfied   ii) Dissatisfied

    iii) Delight   iv) Natural

b) Washing machine & Television are what kind of products?

    i) Speciality product

    ii) Electronic products

    iii) Shopping products

    iv) Raw material

c) List down the 4 slope of Marketing.

d) What is customer satisfaction?

e) State the 4 bases for Segmentation?

f) Define the word customer loyalty?

g) Define the term consumer.

h) What are FMCG products?

Q2) Answer the following (Any two) [10]

a) Explain the concept of market positioning with example of your choice?

OR

b) Explain the various phases for purchase of Industrial goods.

OR

c) Outline the importance of Analysing Environment?

P.T.O.

Q3) Answer any one form the following. [10]

a) Develop a marketing segmentation strategy for EV2 wheeler in Indian market?

OR

b) Illustrate the importance of Digital market in Today's Globle competative market.

Q4) Solve any one from the following. [10]

a) Analyse the importance of consumer buying behaviour process for online shopping application?

OR

b) Develop a PESTL Analysis for coffee shop?

Q5) a) Design marketing min strategy for fairness cream? [10]

OR

b) Mr. Anand is staying pure with his family he is planning to buy life Insurance policy for his family. Explain various factors which was impact on his consumer buying process?

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