

Total No. of Questions : 5]

SEAT No. :

PC5188

[Total No. of Pages : 2

[6380]-5004

F.Y.M.B.A.

**104 - GC - 04 : BASICS OF MARKETING
(2024 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicates full marks.*
- 3) Give suitable examples wherever necessary.*

Q1) Solve any five:

[5×2=10]

- a) Define 'Customer loyalty' with example.
- b) List down the '5 A's' of customer adaption process.
- c) Identify the major forces of 'Micro Environment'.
- d) Recall the meaning of 'Consumerisation' with suitable example.
- e) Define the term 'Market share' with example.
- f) Memorize the term 'Niche Marketing'.
- g) Explain 'Brick & Click Model'.
- h) Recollect the meaning of 'Moment of Truth (MOT)'.

Q2) Solve any two:

[2×5=10]

- a) Compare and Contrast 'Show -rooming and Web-rooming'.
- b) Illustrate the 'Functions of Marketing Manager' with suitable example.
- c) Demonstrate the criteria for effective segmentation with suitable example.

Q3) Solve any one:

[10]

- a) A company is planning to launch 'A new clothing line' for festival season develop a Segmentation, targeting and positioning strategy for Indian market.
- b) As a marketer, analyse the marketing environment for a company introducing an 'Electric vehicle in Indian market. Make Suitable assumptions to justify your approach.

P.T.O.

Q4) Solve any one:

[10]

- a) Explain the buying behaviour process for a traveller buying a Vacation Package via popular Online Portal.
- b) Shankar has visited Online Store of a famous Electronic goods Retailer to know about various brands of 'Noise Cancellation Headphones'. Discover the various stages of consumer buying behaviour he will go through while choosing a Noise Cancellation Headphone.

Q5) Solve any one:

[10]

- a) Every product goes through distinct stages of the Product Life Cycle (PLC), each presenting unique challenges and opportunities for marketers across the Product Life Cycle. Formulate strategies that could be employed for 'Sports bicycle' in Indian Market. to ensure the product's success in India.
- b) Formulate the Marketing Mix strategy for a company planning to launch an 'Online Food delivery app' which will ensure food delivery in 10 Minutes time. Make Suitable assumptions to justify your approach.

