

G. S. Mandal's
 Maharashtra Institute of Technology, Aurangabad
 (An Autonomous Institute)
 END SEMESTER EXAMINATION
First Year MBA -April/May 2022

Course Code : MBA105

Course Name : Basics of Marketing

Duration : 2 Hrs

Max. Marks : 50

Date : 13/04/2022

Instructions :

- i) All questions are compulsory
- ii) Assume suitable data wherever necessary and clearly state it
- iii) Figures to the right indicate full marks
- iv) Use of Simple Calculator is allowed

	Questions	Marks	CO	BL
Q. 1	Answer any 5 out of 8 (2 Marks each) (Cognitive Ability – Remembering)			
a)	Define the concept of Marketing.	2	1	1
b)	What do you mean by Micro environment?	2	1	1
c)	Define Customer satisfaction.	2	1	1
d)	What is Market place and market space?	2	1	1
e)	What is Marketing Myopia?	2	1	1
f)	Define Customer value.	2	1	1
g)	What do you mean by Market positioning?	2	1	1
h)	Why Marketing mix is needed for a firm?	2	1	1
Q. 2	Answer any 2 out of 3 (5 Marks Each) (Cognitive Ability - Understanding)			
a)	Explain the various geographic variables.	5	2	2
b)	Explain the marketing process in brief.	5	1	2
c)	What do you mean by customer loyalty? Illustrate with suitable examples.	5	1	2
Q. 3	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Applying)			
a)	Identify various elements involved in micro environment and explain how they affect business organization with the help of suitable example.	10	2	3
b)	Select segmentation and targeting for Tanishq jewellery for urban customers.	10	3	3
Q. 4	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Analyzing)			
a)	Compare the concepts of mass marketing and segment marketing.	10	3	4
b)	Analyze the steps involved in buying decision process.	10	4	4
Q. 5	Solve/Answer Any one (10 Marks Each) (Cognitive Ability – Evaluating/Creating)			
a)	Explain PESTLE analysis.	10	2	5
b)	Determine with suitable example the concept of Marketing mix.	10	5	5

