

G. S. Mandal's

Maharashtra Institute of Technology, Aurangabad

(An Autonomous Institute)

MAKE-UP EXAMINATION

First Year MBA -April/May 2022

Course Code : MBA105

Course Name : Basics of Marketing

Duration : 2 Hrs

Max. Marks : 50

Date : 09/05/2022

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 Need	2	1	1
b)	What is Customer Satisfaction?	2	1	1
c)	Define Customer Value.	2	1	1
d)	What do you mean by Market Spaces?	2	1	1
e)	Define Marketing Myopia	2	1	1
f)	What is Customer Delight?	2	1	1
g)	Define Holistic Marketing	2	1	1
h)	What is an exchange?	2	1	1
Q. 2	Answer any 2 out of 3 (5 Marks Each) (Cognitive Ability - Understanding)			
a)	How would you compare Marketing versus Market?	5	1	2
b)	How would you classify the components of Micro & Macro Environment of a firm?	5	2	2
c)	How would you summarize the need for analyzing the marketing environments?	5	2	2
Q. 3	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Applying)			
a)	How will you segment Indian market for a recently launched Dishwasher brand 'Voltas Beko'?	10	3	3
b)	How will you apply the principles of targeting & positioning for launching a new pizza brand?	10	3	3
Q. 4	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Analyzing)			
a)	What are the parts / steps of consumer buying process for the purchase of a smartphone?	10	4	4
b)	Can you distinguish between consumer buying behavior and organizational buying behavior?	10	4	4
Q. 5	Solve/Answer Any one (10 Marks Each) (Cognitive Ability – Evaluating/Creating)			
a)	What would you recommend to explain the marketing mix for a new brand of water purifier?	10	5	5
b)	How would you develop the product life cycle of 'CNG Car' & relate it with a relevant type of PLC.	10	6	6