

Total No. of Questions : 5]

SEAT No. :

PF-12414

[Total No. of Pages : 2

[6648]-1004

F.Y. M.B.A.

**104 GC-04 BM-504-MJ : BASICS OF MARKETING
(2025 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Make suitable assumptions whenever necessary.*
- 3) *All questions carry equal marks.*

Q1) Answer any six of the following: (2 marks each) :

[12]

- a) State the meaning of customer delight.
- b) Define Marketing Myopia.
- c) Recall what is meant by the Moment of Truth and Zero Moment of Truth (ZMOT).
- d) Mention the 5 As of the adoption process.
- e) Recognise the concept of Neuromarketing.
- f) Identify the macro environment in marketing.
- g) Which two Indian festivals do you think affect consumer spending?
- h) Recall the meaning of market potential.
- i) List the 4P's of the marketing mix of the product.

Q2) Solve any two of the following (6 marks each) :

[12]

- a) Discuss the importance of studying consumer behavior in marketing.
- b) Illustrate why segmentation is important for marketers.
- c) Distinguish between selling and marketing.

P.T.O.

Q3) Answer any one :

[12]

- a) Apply the five-step consumer decision process to a customer purchasing a new AI based washing Machine.
- b) Apply segmentation bases to each of the products listed and justify your choices for each.
 - i) Augmented Reality (AR) Educational Toy and
 - ii) Smart Wearables for Teenagers

Q4) Answer any one :

[12]

- a) Analyze how each element of the marketing mix can be tailored to successfully launch a new Vegan and plant-based ice creams in India. Provide specific examples for each element.
- b) Differentiate between macro and micro environmental forces by analyzing how each force can impact a company's marketing strategy. Provide specific examples to support your analysis.

Q5) Solve any one :

[12]

- a) Justify the decision to use long-tail marketing for an online marketplace with diverse product categories.
- b) Evaluate the current stage of the product life cycle for electric scooters in your local market. Justify your assessment and recommend appropriate marketing strategies for this stage.
