

Total No. of Questions : 6]

**P1272**

**[4275]-106**

**M.B.A.**

**106 : BASICS OF MARKETING  
(Semester - I) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Attempt any five questions out of the following.*
- 2) *All questions carry equal marks.*

- Q1)** What is market Segmentation? What are the bases of segmenting the Tooth Paste Consumer market?
- Q2)** Why does marketers need to scan Micro and Macro environment? Does it help in taking marketing decisions? Justify your answer with suitable example.
- Q3)** Explain the core concept of marketing with suitable example. Explain the various approaches to Marketing.
- Q4)** What is common and uncommon between consumer and organization market? Explain with suitable examples.
- Q5)** What are Seven P's of marketing Mix? Explain it's significance with relevant examples.
- Q6)** Write short notes on any two.  
a) Marketing control process.  
b) Contents of marketing Plan.  
c) Marketing organization.  
d) Product Positioning.

