

University of Pune
Department of Management Sciences
MBA-BT Semester I
Semester Exams Nov 2013

104- Basics of Marketing

Question Paper: 50marks

Note:-

Time: 3Hrs

All Questions are Compulsory.

Support your answer with examples.

Q1) Discuss in detail, the opportunities & challenges for a Marketing Manager for any TWO sectors of the Indian Biotech market. 20 Marks

- a) Biopharmaceuticals.
- b) Biosuppliers.
- c) BioIndustrial.
- d) BioAgriculture.
- e) Bioservices & Consultancy

Q2) What are the bases of market segmentation? Explain how targeting and positioning are crucial for organizations to be successful? 10 Marks

Q3) How do Services differ from Products? Discuss the challenges in Services Marketing. 10 Marks

Q4) Write Short Notes on 10 Marks

- A) Marketing Control.
- B) Roles & Responsibilities of Marketing Manager