

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IInd SEMESTER-EXAMINATION – MAY/JUNE- 2012

Subject code: 2820005

Date: 01/06/2012

Subject Name: Marketing Management

Time: 10:30 am – 01:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Trends and forces defining the 21st century indicate that Holistic Marketing will be the future of Marketing. List and explain the four broad components of Holistic Marketing with relevant examples **07**

(b) Discuss the four corporate strategic planning activities with a suitable example **07**

Q.2 (a) Briefly explain the various methods for gathering market information. What are the techniques used for monitoring customer satisfaction? **07**

(b) Your college wants to technologically upgrade the teaching learning facilities available in your campus. They plan to buy latest LCD projectors for all the classrooms. Suggest suitable steps for the buying process **07**

OR

(b) The Backpack (bags which are put on the backs) market in India is growing faster than most of the developed markets. Backpacks are mainly used for carrying laptops, some clothes, a water bottle and some extra space for other items. VIP and Samsonite are the major players in this segment. You have been appointed as a consultant for a new player which wants to enter this segment. **07**

What are the criteria for segmentation that you will use for evaluating this segment

What are the bases of segmentation you will use for identifying segments in this category

Q.3 (a) Hindustan Unilever the market leader in the fast moving consumer goods category is facing a tough competition from Proctor and Gamble, ITC and other small players. What strategies do you suggest for Hindustan Unilever to defend its market share? **07**

(b) Discuss the various marketing strategies that should be used at each stage of the Product Life Cycle **07**

OR

Q.3 (a) Define Customer Based Brand Equity. Briefly explain the process of choosing brand elements for creating brand equity. **07**

(b) Explain the stage of Concept Development and Concept Testing in the new product development process with a suitable example **07**

Q.4 (a) What is a Product Line? Discuss some decisions related to the Product Line Length with a suitable example **07**

- (b) Briefly explain the distinctive characteristics of services. Briefly explain any three major marketing decisions in Retailing 07

OR

- Q.4** (a) How does experience or learning curve affect the average cost? List and explain any three pricing methods that are used for determining prices 07
- (b) List the methods of market entry for global markets. 07
What are the terms and responsibilities of channel members?

- Q.5** (a) List and explain the channel management decisions with the help of a suitable example 07
- (b) Discuss some of the methods of establishing the total marketing communications budget with an example 07

OR

- Q.5** (a) List and explain some of the alternative advertising options that are available to marketers 07
- (b) Under Interactive marketing discuss some of the options available for placing advertisements and promotion Online 07
