

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA I - SEMESTER - II EXAMINATION – WINTER • 2014

Subject Code: 2820005

Date: 01-01-2015

Subject Name: Marketing Management (MM)

Time: 02:30 pm - 05:30 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) Define Marketing. Differentiate between Marketing and Selling with suitable example(s). **07**
- (b) 'Holistic marketing is the essence of modern marketing.' On this context explain the four broad components of Holistic Marketing in detail with suitable example(s). **07**
- Q.2** (a) Discuss in detail the Value chain model proposed by Michal E. Porter. **07**
- (b) What are the merits of Relationship marketing? 'Relationship marketing plays a vital role in 21<sup>st</sup> century'. Justify your answer with real life example(s). **07**
- OR**
- (b) Discuss the stages of Industrial buying process in detail. **07**
- Q.3** (a) What are the criteria's for segmenting organizational market? **07**
- (b) What do you understand by Customer Based Brand Equity? Define the criteria for choosing brand elements. **07**
- OR**
- Q.3** (a) Discuss the various differentiation strategies adopted by a marketing manager. **07**
- (b) You are appointed as a marketing manager for a 10 year old FMCG company, suggests the various types of general attacking strategies you will adopt against your competitor. **07**
- Q.4** (a) You have been recruited in the position of Manager for a newly opened three star hotel at Nepal. The owner has asked you to design a service blueprint for the new hotel. **07**
- (b) Discuss in details the steps in setting Price. **07**
- OR**
- Q.4** (a) Discuss the different channel levels in case of consumer market. Explain with real life example(s) in each case. **07**
- (b) What do you understand by Integrated Marketing Communication (IMC)? Discuss the factors in developing marketing communication mix. **07**
- Q.5** (a) What do you understand by Vertical marketing system (VMS)? Discuss its various types with real life example(s). **07**
- (b) What are the functions performed by a wholesaler? **07**
- OR**
- Q.5** (a) What is Interactive marketing? What are its advantages? **07**
- (b) Enumerate the factors that hinder the development of 'New-Product Development.' **07**

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