

GUJARAT TECHNOLOGICAL UNIVERSITY

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

Subject code: 820005

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) Define the societal marketing concept. How have marketers adopted and implemented this concept? **07**
- (b) With the help of the Ansoff grid, suggest how a business school can chart out its growth strategies. **07**

- Q.2** (a) Stating adequate examples, explain the various consumer buying decisions. **07**
- (b) Briefly explain the term – Customer Perceived Value. Mention some companies and identify their practices through which they have consistently delivered high customer value. **07**

OR

- (b) Which set of factors shall affect a consumer's decision to purchase water purifier? **07**

- Q.3** (a) What is the rationale behind market segmentation? What is target marketing? **07**
- (b) Which are the different levels of market segmentation? **07**

OR

- Q.3** (a) How does a market leader defend its leadership position? **07**
- (b) Which strategies can be adopted by a marketer in the maturity stage? **07**

- Q.4** (a) How does a marketer manage the product line length? Explain, giving suitable examples. **07**
- (b) Service quality dimensions are important in marketing of services. How do these dimensions affect the marketing of DTH (Direct-to-home) services? **07**

OR

- Q.4** (a) Briefly, explain the process of developing a new product. **07**
- (b) Which are the prominent price-setting methods adopted by marketers to set prices for their offerings? **07**

- Q.5** (a) How has IT affected the distribution of goods and services? **07**
- (b) Which are the unique characteristics of advertising and personal selling? **07**

OR

- Q.5** (a) What is direct marketing? Which channels are used by direct marketers in their direct marketing efforts? **07**
- (b) How has the retail scenario changed in the last decade in India? **07**
