

GUJARAT TECHNOLOGICAL UNIVERSITY

SEMESTER– 2 EXAMINATION – WINTER 2012

Subject code: 820005

Date: 09/01/2013

Subject Name: Marketing Management

Time: 10:30 – 13:30

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) Explain how Holistic Marketing concept is different from Marketing concept by giving suitable example. **07**

(b) Prepare a brief marketing plan for a food product company. **07**

Q.2 (a) Suppose you are the brand manager for Do-the-Wild-Thing, an unscented deodorant shampoo aimed at Generation-X members. Sales of your product have been declining. Exploratory research suggests your brand is not price competitive. Outline a research plan that would provide you with the information you need to decide what to do. Explain why you selected certain methods and not other ones. **07**

(b) The information search in the buying decision process involves gathering information from a number of sources. Name the four different sources and provide examples of each that an individual would use when buying a microwave oven. **07**

OR

(b) Explain the concept of customer life time value (CLV). Which parameters would you use calculating CLV. **07**

Q.3 (a) Markets can be segmented at four levels. Briefly describe each and explain the benefits associated with segmenting the market at each of the four levels. **07**

(b) Discuss the following statement: “A company that is a market follower has no marketing strategy of its own.” **07**

OR

Q.3 (a) Explain the concept of Brand Equity for any popular brand that you know. **07**

(b) Competition in the soft drink industry is intense. Describe a soft drink brand you are familiar with (Pepsi, Coca-Cola, Fanta Orange, Mountain Dew, etc.) in terms of the six level meaning a product brand has. **07**

Q.4 (a) “When the physical product cannot easily be differentiated, the key to competitive success may lie in **adding valued services and improving quality.**” Explain How? **07**

(b) Think of any product Idea, turn it into a concept that people can buy & design a test plan for that concept. **07**

OR

Q.4 (a) Discuss everyday low pricing (EDLP) in terms of how it compares to high-low pricing. Why is EDLP becoming a commonly used pricing technique? **07**

(b) Describe the five product levels that are a part of customer value hierarchy. **07**

Q.5 (a) Through a problem with goal inconsistency, a manufacturer of cooking utensils is having a disagreement with a retail chain that carries its product line. The disagreement is new and has not reached the stage where it requires third-party intervention. What method(s) can be used to settle this conflict? What method(s) are likely to work? **07**

(b) What is differentiated distribution strategy? Describe how a wholesaler can use this strategy to provide better service. **07**

OR

Q.5 (a) Advertising can perform a number of functions in business markets. Name and explain six of those functions. **07**

(b) Provide the steps in the selling process. What would be the two most difficult steps for most salespeople and why? **07**
