

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-II • EXAMINATION – WINTER 2013

Subject Code: 820005

Date: 01-01-2014

Subject Name: Marketing Management (MM)

Time: 2.30 pm – 5.30 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) Explain how business markets differ from consumer markets? **07**
(b) What is corporate mission? What are the essentials of a good mission statement? Explain? **07**

Q.2 (a) What do you understand by customer based brand equity? Explain the brand resonance model of building brand equity? **07**
(b) What is psychographic segmentation? Explain the VALS Segmentation System? **07**

OR

(b) Explain in detail the bases of Segmenting Business markets? **07**
Q.3 (a) Discuss the various Personal Factors that influence the consumer Behavior? Give appropriate example for each factor? **07**
(b) What do you mean by brand extension? What are the advantages and disadvantages of brand extensions? **07**

OR

Q.3 (a) What is holistic marketing concept? Explain the four broad themes of holistic marketing with special emphasis on Integrated marketing? **07**
(b) What is a marketing intelligence system? What steps can a company take to improve the quality of its marketing intelligence? **07**
Q.4 (a) What is marketing research? Why is it important for companies? Explain some of the reasons why companies fail to use marketing research sufficiently and correctly? **07**
(b) Explain the strategies available to a market leader in defending its market share? Give examples of companies which have used these strategies? **07**

OR

Q.4 (a) Why is customer loyalty important for a company? Explain the type of marketing activities companies use to improve customer loyalty? **07**
Q.4 (b) If Procter and Gamble (the makers of Vicks, Tide, Pantene,) were to launch a Fruit based drink (like Frooti), explain the various strategies it can use to Brand this new fruit based drink? **07**
Q.5 (a) Explain in detail the Elaboration Likelihood model of attitude formation and change? What techniques can marketers use to convert a low involvement product into one of higher involvement? Explain the techniques by taking the example of a bathing soap. **07**
(b) Discuss various strategies used for promotional pricing and differentiated pricing. **07**

OR

Q.5 (a) Explain the growth and maturity stages of a product life cycle and give marketing strategies of these two stages? **07**
(b) Explain how a company can use line stretching and line filling to lengthen its product line? **07**
