

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –II Examination Dec. – 2011

Subject code: 820005

Date: 16/12/2011

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) “The competing concepts under which organizations have conducted marketing activities include: the production concept, product concept, selling concept, marketing concept, and holistic marketing concept.”- Evaluate the advantages and disadvantages of each concept. Which concept do you believe is the most effective? Why? **07**

(b) Being a Marketing Manager of a particular organization, How will you evaluate the Micro and Macro level factors affecting the Indian Marketing Environment? What will be its impact on strategic planning activities carried out at different levels of the organization? **07**

Q.2 (a) What do you mean by marketing research? Discuss the process of Marketing Research with a suitable example. **07**

(b) Compare and contrast Consumer and Business Markets and Discuss the stages (buy phases) of the Industrial Buying Process. **07**

OR

(b) Discuss in detail various stages of the Consumer Buying Process? How can marketers learn about the stages in the buying process for their product? List and briefly characterize the methods. **07**

Q.3 (a) What is an Integrated Marketing Communication Program? Discuss the 5 M's of Advertising Program? **07**

(b) The days when all the sales force did was “sell, sell, and sell” are long gone. Today companies need to define the specific objectives they want their sales force to achieve. Discuss the various decisions organizations take for designing and managing the Sales Force? **07**

OR

Q.3 (a) Explain briefly, how the growth of giant retailers threatens traditional retailers. **07**

(b) Define the term “marketing channels.” Being a “channel manager” for your firm, you have been asked by senior managers to identify new distribution channels for the launch of a new LCD television set. Describes a channel- design and channel management decisions for the same, in detail for your presentation to top management. **07**

Q.4 (a) “Marketing success largely depends on the effective STP strategies adopted by the firm.”- Discuss the above statement with two examples of your choice. **07**

- (b) “The market leader must work hard to stay on top of its market. Various strategies are crafted by the organization to achieve this objective.”- Describe these strategies and any relevant sub strategies that are necessary for accomplishing the primary objective of the organization. **07**

OR

- Q.4** (a) What do you mean by term brand equity? Explain the concept of brand extension and line extension with the help of suitable examples. **07**
- (b) What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions? **07**

- Q.5** (a) “In an economy of change, continuous innovation is necessary. Most companies rarely innovate, some innovate occasionally, and a few innovate continuously.”- Explain the process for new product development with a suitable example. **07**
- (b) Explain the types of pricing methods and Also discuss the different Product Mix pricing strategies with the help of suitable examples. **07**

OR

- (a) What is services marketing? How is it different from the marketing of goods? Explain the Service quality Model with reference to hospital services in health-care sector. **07**
- (b) Explain the product mix with appropriate examples. Being a product manager of cosmetic company how will you build and manage the product mix for your organization. **07**
