

Seat No.: _____
No. _____

Enrolment

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

Subject Code: 820005

Date: 22-05-2013

Subject Name: Marketing Management

Time: 10:30am – 01:30pm

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 the production concept, product concept, selling concept and marketing concept. **07**
(b) Explain the various intensive growth strategies. **07**
- Q.2** (a) Discuss various research approaches used for marketing research process. **07**
(b) Explain the differences between consumer and business markets. **07**
- OR**
- (b) What is Customer Relationship Management? Discuss the various problems that can occur in using CRM. **07**
- Q.3** (a) Explain the different patterns of target market selection. **07**
(b) Discuss the various competitive strategies for market followers. **07**
- OR**
- Q.3** (a) Explain with suitable examples the various brand naming strategies. **07**
(b) Comment on the product life cycle stage of men's fairness creams (like Fair and Handsome) in India today. Comment on various strategies to be used by its marketers. **07**
- Q.4** (a) Explain various product differentiation strategies. **07**
(b) Explain the various cultural, social and personal factors influencing consumer's buying behavior. **07**
- OR**
- Q.4** (a) Explain the various stages of pricing process. **07**
(b) Explain the stages of new product development decision process from ideas to commercialization. **07**
- Q.5** (a) Explain vertical, horizontal and multichannel marketing systems. **07**
(b) Explain in detail the various steps in developing effective communication. **07**
- OR**
- Q.5** (a) Explain the various gaps that cause unsuccessful service delivery. **07**
(b) Comment on the growing trend of direct marketing giving two examples of successful brands using direct marketing. **07**
