

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-II • EXAMINATION – SUMMER • 2015

Subject Code: 2820005**Date: 07-05-2015****Subject Name: Marketing Management (MM)****Time: 10:30 pm - 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) Attempt the following Multiple Choice Questions:

06

1) Which of the following statements about marketing is true?

- A) It is of little importance when products are standardized.
- B) It can help create jobs in the economy by increasing demand for goods and services.
- C) It helps to build a loyal customer base but has no impact on a firm's intangible assets.
- D) It is more important for bigger organizations than smaller ones.

2) Value delivery process can be divided into three phases, out of which "choosing the value" implies _____, which is the essence of strategic marketing.

- A) segmentation, developing, and delivering
- B) targeting, positioning, and communicating
- C) targeting, positioning, and delivering
- D) segmentation, targeting, and positioning

3) In the cycle of complete strategic planning, taking corrective action is a part of _____.

- A) planning
- B) implementation
- C) controlling
- D) organizing

4) The _____ market is the part of the qualified available market the company decides to pursue.

- A) potential
- B) available
- C) target
- D) penetrated

5) The _____ method of determining area market potential calls for identifying all the potential buyers in each market and estimating their potential purchases.

- A) group-discussion
- B) market-test
- C) market-buildup
- D) brand development index

6) _____ are data that were collected for another purpose and already exist.

- A) Primary data
- B) Secondary data
- C) Primitive data
- D) Cross-sectional data

	(b) Attempt each of the following	04
	1. Segmentation	
	2. Marketing Myopia	
	3. POP	
	4. Negative Demand	
	5. Product Mix	
Q.1	(c) Explain Company's Orientation towards marketplace	04
Q.2	(a) Explain Competitive strategies that can be adopted by Market Challengers.	07
	(b) What is an Integrated Marketing Communication Program? Discuss the 5 M's of Advertising Program?	07
	OR	
	(b) Conduct SWOT Analysis of Airtel DTH Services.	07
Q.3	(a) What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions?	07
	(b) Define publicity or public relation. Discuss its tools.	07
	OR	
Q.3	(a) Prepare BCG Matrix for ITC.	07
	(b) How shall you decide on each of the major channel design decisions for devising a channel structure for distribution of ready to eat snacks?	07
Q.4	(a) Explain the types of pricing methods and Also discuss the different Product Mix pricing strategies with the help of suitable examples.	07
	(b) Define sales promotion. Explain the different sales promotion tools	07
	OR	
Q.4	(a) Select a product of your choice. How will you, as a marketer use the Ansoff matrix as a tool for strategic marketing planning?	07
	(b) The Backpack (bags which are put on the backs) market in India is growing faster than most of the developed markets. Backpacks are mainly used for carrying laptops, some clothes, a water bottle and some extra space for other items. VIP and Samsonite are the major players in this segment. You have been appointed as a consultant for a new player which wants to enter this segment. What are the criteria for segmentation that you will use for evaluating this segment What are the bases of segmentation you will use for identifying segments in this category	07
Q.5	Write a marketing plan to launch a new mobile.	14
	OR	
Q.5	Balaji Wafers from Rajkot commenced its production line of potato wafers in 1982. Currently, its products are as follows: 1. Wafers – Plain, Cha Chasaka, Mori, Masala, Simply Salted, Kela Masala, Tomato 2. Namkeen – Aloo Sev, Chana Dal, Chataka Pataka (Masala & Chinese), Farali Chevdo, Gathiya, Khathha Mitha Mix, Mung Dal, Ratlami Sev, Shing Bhujiya, chataka Pataka –tomato, masala shing, tikha mitha mix, vatana. How has Balaji managed its product line till now? How can Balaji expand its product line in the future, considering the various product line decisions available to it?	14