

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-II • EXAMINATION – SUMMER • 2014

Subject Code: 2820005

Date: 31-05-2014

Subject Name: Marketing Management (MM)

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) How would you, as a global automobile manufacturer and market leader, manage the holistic marketing effort? **07**

(b) How can a retailer of male apparels (premium segment) identify growth opportunities and overcome the strategic planning gaps? **07**

Q.2 (a) Explain the competitive strategies that can be adopted by challengers? **07**

(b) Why should marketers be obsessed with offering the correct 'value proposition' to consumers? Explain the concept of customer perceived value. **(2+5)**

OR

(b) Explain the various bases of segmentation available to a marketer of personal care & home care products, with examples. **07**

Q.3 (a) Enumerate and explain the various international market entry strategies that can be adapted by a manufacturer and marketer of processed food products (made from vegetables/fruits) from South Gujarat. **07**

(b) Explain the marketing strategies applicable to various stages of the Product Life cycle. **07**

OR

Q.3 (a) Define 'brand'. What are the advantages of branding? Enumerate branding options prevalent in the marketplace. **07**

(b) How is the marketing of services unique? Identify strategies adopted by marketers for overcoming the challenges of marketing of services. **07**

Q.4 (a) Explain Vertical and Horizontal Marketing Systems, with examples. **07**

(b) Which are the various ways in which a marketer can communicate with its customers personally? **07**

OR

Q.4 (a) Write a detailed note on Sales promotion, with examples. **07**

(b) Explain in depth, the concepts of creative strategy and appeals, supported with relevant examples. **07**

Q.5 (a) Explain the various factors affecting the consumer behavior related to any product of your choice. **07**

(b) Explain various approaches to setting prices. **07**

OR

Q.5 (a) Conduct a SWOT analysis for TataSky DTH or Starbucks Coffee. **07**

(b) Explain the relevance of target marketing and positioning in marketing. **07**
