

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-II • EXAMINATION – WINTER • 2014

Subject Code: 820005

Date: 01-01-2015

Subject Name: Marketing Management (MM)

Time: 02:30 pm - 05:30 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) What is marketing management? Explain different marketable entities with suitable examples. **07**
- (b) Compare and contrast Consumer and Business Markets and Discuss the stages of the Consumer Buying Process. **07**
- Q.2** (a) Explain the concepts of customer perceived value and customer lifetime value. **07**
- (b) What is an Integrated Marketing Communication Program? Discuss the 5 M's of Advertising Program? **07**
- OR**
- (b) Explain different methods of selecting an advertisement budget? **07**
- Q.3** (a) Discuss the various competitive strategies for market challenger **07**
- (b) Define publicity or public relation. Discuss its tools. **07**
- OR**
- Q.3** (a) What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions? **07**
- (b) Discuss and Explain the STP model of marketing. **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) Describe the various strategies available with a service provider. **07**
- (b) Define Retailing. What are the types of retailing? **07**
- Q.5** (a) What are the tools of direct marketing? **07**
- (b) Define segmentation. What are the bases to segment the consumer market? **07**
- OR**
- Q.5** (a) Explain five dimensions on the basis of which a company can Differentiate & Position its market offering? **07**
- (b) Explain Managing Holistic Marketing Organization. **07**
