

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 6 EXAMINATION – WINTER 2018

Subject Code: 4160501

Date: 28/11/2018

Subject Name: Marketing Management

Time: 02:30 PM TO 5:30 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 term market, marketer and marketing are consider as a most important activity to generate the revenue in organization”- justify the statement with appropriate example of marketing process **07**
- (b)** As a part of one of the importance of marketing to the society focus on the creation of utility, describe the various utilities in brief **07**
- Q.2 (a)** You are appointed as a marketing manager for one of the reputed company, and the task of the marketing manager is to develop the most appropriate and creative marketing mix for the organization (example of your choice) **07**
- (b)** A company’s marketing environment consists of macro and micro environment- Discuss. **07**
- OR**
- (b)** Explain the importance of extended marketing mix for the services? **07**
- Q.3 (a)** What do you mean by the term “buyer behavior” why is it problem solving behavior? **07**
- (b)** Discuss the five needs in Maslow’s needs-wants hierarchy. **07**
- OR**
- Q.3 (a)** What does product positing mean?, discuss the importance steps in product positioning **07**
- (b)** What are the bases for segmenting market? **07**
- Q.4 (a)** Discuss the stages in product life cycle. What is significance of product life cycle in the marketing m ix and in product planning and development **07**
- (b)** Write a short note on 1) Branding 2) Packaging **07**
- OR**
- Q.4 (a)** Discuss the steps involved in new product development process **07**
- (b)** Write a short note on 1) Labeling 2) After sales Services **07**
- Q.5 (a)** Define advertising and also discuss the five “Ms” of advertising? **07**
- (b)** Explain the promotional pricing strategy **07**
- OR**
- Q.5 (a)** Explain the concept of Integrated Marketing Communication **07**
- (b)** What do you mean by price? What is importance of pricing? **07**
