Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – II - EXAMINATION – SUMMER 2022

Subject Code: 1529306   **Date: 03/08/2022**
Subject Name: Marketing Management
Time: 10:30 AM TO 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		Definitions	**14**
		a) Needs and wants	
		b) Franchising	
		c) Sales promotion	
		d) Product failure	
		e) Customer delight	
		f) Competitive Advantage	
		g) Ansroff matrix	
Q.2	**(a)**	Marketing is an integrated process of identification, assessment and satisfaction of human wants" Justify.	**07**
	(b)	7p's Marketing mix is applicable only in tangible products. Services marketing follows its own framework of Marketing mix. Explain difference between both.	**07**

OR

	(b)	What marketing strategies are appropriate at an Introduction stage of PLC for the newly launched mobile in the market?	**07**
Q.3	**(a)**	Critically evaluate BCG matrix with suitable example	**07**
	(b)	Success or failure of several consumer products in Indian Market in the recent past was directly related to Pricing Decision." Comment. Explain nature and importance of Pricing Decisions with suitable illustrations from Indian Consumer Market.	**07**

OR

Q.3	**(a)**	Describe major types of retail operations.	**07**
	(b)	Define IMC. Explain the elements of IMC.	**07**
Q.4	**(a)**	How does an industrial product differ from a consumer product? Discuss the types of industrial products and provide an example of each.	**07**
	(b)	Packaging is identity for majority of brand. Give example of inferior packaging according to you and make your recommendations for improving it.	**07**

OR

Q.4	**(a)**	You are manager of highly sought brand of jewelry that offers a complete range of trending jewelry. Design strategy for marketing with respect of below mention terms.	**07**
		1. Segmentation strategy	
		2. New product introduction	
		3. Promotion strategy	

(b)	An institute of higher education want to establish themselves There is very high competition in this sector. Competitive advantage will be helpful for the firm if any. Discuss.	**07**

Q.5 Deshmukh Datta 60, a successful marketing manager in Jay hind Food Ltd, located in Ahmedabad GIDC Area, ignored recommendation of Mr. Ramesh, a young and dynamic research officer to change features and qualities of products. Mr. Deshmukh denied his recommendations stating that it was meaningless to change when company was leading in the market and sales volume was increasing the company had a strong position in the market. Current performance was quite satisfactory, he stated that without internal need if organization and external pressure of the present market to make any changes in the products was foolish act.

Mr. Ramesh argued that he recommended on the basis of the market trend measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautionary measures. Mr. Ramesh disappointed he worried for the future challenges, but was helpless to protect the interest of his company.

After 6 months, dealers started placing less number of orders of less quantity than previous. When asked they stated that customers were demanding different features more substitutes of varied features and superior qualities were available. They were not interested in the existing products. Mr. Deshmukh Datta highly shocked to know it. The company was losing customers. Now it was too late to meet customers' expectations.

(a)	How would you evaluate the decision of marketing manager not to change product quality and features?	**07**
(b)	What made Mr. Deshmukh to continue products without any change & why was Mr. Ramesh Insisting to modify existing products?	**07**

OR

Q.5	**(a)** Do you think that a firm should always implement recommendations to market survey fully? Why?	**07**
	(b) Give your opinion how Marketing is getting effected by quality of product and latest features.	**07**

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