

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION- SUMMER-2024

Subject Code: 1529703**Date: 10/06/2024****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Marketing plan (b) Customer perceived value (c) Consumer buying behavior (d) Business Vs Consumer markets (e) Positioning (f) Product mix (g) Product line	14
Q.2	(a) Explain 4 P's of marketing mix and updated P's of marketing mix	07
	(b) An ayurvedic hair growth gel product company wants to identify segments in Gujarat market. Hair growth gel is applied for hair fall problems before hair wash. The company is expecting you to identify segments and offer a target segment for entry. Justify your answer.	07
	OR	
	(b) A company is planning to start manufacturing electric cars. How should it go around setting its price?	07
Q.3	(a) Explain the stages involved in consumer buying decision process	07
	(b) Harpic differentiates itself from traditional products that are used for bathroom cleaning like detergent & acid. "Branded products must be differentiated."– Discuss the statement by citing examples of brands that excel on different means of differentiation.	07
	OR	
Q.3	(a) Explain PLC strategies	07
	(b) Assume that you are selected as a salesperson in Croma. Discuss how the steps in personal selling process will guide you to sell a mobile phone.	07
Q.4	(a) Explain different orientations that any company adopts towards marketplace.	07
	(b) Jivraj Tea, a tea producing and marketing company in Gujarat, is planning to recreate its brand equity in the tea market of Gujarat. Using the steps of customer-based brand equity model, help the company to create its brand equity from brand salience to brand resonance.	07
	OR	
Q.4	(a) Explain competitive strategies that can be adopted by market challengers	07
	(b) "Consumer market differs from Business Market". Identify the points of differences between these two markets.	07

Q.5

In the mid 1990's, a spat of global fast-food chains entered India hoping to capture a part of Indian fast-food segment. But they found it difficult to establish themselves. Gaining acceptance locally and blending into the Indian culture proved difficult. By 1994, some international suppliers of Mc Donald's had visited India to identify local partners. Meetings with agriculturist were conducted with a view to set up a supply chain. Finally, all this fructified when a 50:50 joint venture was entered between Mc Donald's and Hard Castle restaurant private limited.

To gain acceptance locally, Mc Donald's had to modify its menu-substituting mutton for beef in the burgers (something it had never done in any other market), choosing names like Mc Aloo and Maharaja Mc, and introducing variations and dishes that were not available at any Mc Donald's outlet anywhere in the world. From the meticulous sourcing of raw materials and the elimination of beef and pork from its desi menus to even segregating vegetarian and non-vegetarian workers. Mc Donald's seemed to be extremely orthodox in its approach.

India was the first country to use the complete vegetable burger creating eggless mayonnaise vegetable burger. So was the case with mutton burger. Further, to attract new consumers, Mc Donald has recently introduced burgers at 69 Rupees only.

- (a) Explain which factor led to change in product for Indian market? **07**
- (b) Identify & describe the market targeting strategy adopted for Indian market. **07**

OR

- Q.5** (a) Which is the branding strategy that Mc Donald has implemented for the Indian market? **07**
- (b) Identify & discuss the consumer segment that has been targeted by offering burgers at 69 rupees. **07**
