

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

Subject Code: 2529305**Date: 12/06/2024****Subject Name: Marketing for Managers****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) visual merchandising b) penetration pricing strategy c) Breadth and depth of the product d) IMC e) scramble merchandise f) Tangible and intangible spectrum g) Relationship Marketing	14
Q.2	(a) Marketing serves no importance in the growth and development of a business enterprise. Discuss.	07
	(b) Explain features of GAP model with an example	07
	OR	
	(b) What are the different methods of setting prices? Explain it and write about various factors influencing pricing policy.	07
Q.3	(a) If 'Dove' (Skin & hair care brand) was to enter a new market segment for makeup & cosmetics for women in India. What expansion strategy would you recommend and why?	07
	(b) It is defined as “ the systematic gathering, recording, analysing and reporting of data about problems relating to the marketing of goods and services “. Identify this process and highlights the problems it encounters.	07
	OR	
Q.3	(a) Nonprofit organizations are sharing characteristics of Services marketing. If motto is not profit what is need of marketing in Such organization.	07
	(b) Promotion is the most important element of the marketing mix for an internet banking service”	07
Q.4	(a) A manufacturing company requires the assistance of middlemen in distributing its goods to customers.	07

- (b) Products are living organisms, they are born, live and die. With an illustration discuss this statement **07**

OR

- Q.4** (a) The selection of the channels of communication is an important decision in the promotion function. Identify factors that a marketing manager should consider when selecting media. **07**

- (b) What is the concept of 'New Product Development'? Explain the steps of it with reference to any 'FMCG Product' **07**

Q.5 Mr. John & Mr. Keen (J & K) are two enterprising youth. They are management degree holders (PG) from national school of importance. They want other people to work under them rather than they working under other people. So, they will launch fresh vegetable in Indian Markets. Having learnt of future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For John and Keen, fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by star hotels in Metro City. Further, the hotel started placing orders for supply of 20 kgs every day. Now the Mushroom Industry is run by small entrepreneurs. Another big player M/s Mosh Mushrooms, equipped with cold storage facility was more interested in export market. J & K have set their sight high now. They aim to sell mushrooms in a very big way all over the country. Mushrooms have a great market potential and is a perishable food

- (a) In what ways can a J & J&K Mushroom seek to gain a better understanding of its marketing environment? **07**

- (b) What will you advise J & K, on how to increase the Indian Consumers' awareness about this new food product? **07**

OR

- Q.5** (a) What would be your suggestions for a distribution channel for mushrooms? **07**

- (b) Will mass production help them to survive better ? Discuss **07**
