

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 2 – EXAMINATION – WINTER 2018

Subject Code: 2820005**Date: 29/12/2018****Subject Name: Marketing Management (MM)****Time: 2:30 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. No.		Marks																								
Q. 1.	(a) Objective Questions	06																								
	<ol style="list-style-type: none"> 1. _____ is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td>A. Marketing management</td> <td>B. Knowledge management</td> </tr> <tr> <td>C. Operations management</td> <td>D. Distribution management</td> </tr> </table> 2. Car rental firms, hair dressers, and management consultants provide _____. <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td>A. goods</td> <td>B. experiences</td> </tr> <tr> <td>C. events</td> <td>D. services</td> </tr> </table> 3. In Walt Disney's Magic Kingdom, customers can visit a fairy kingdom, a pirate ship, or even a haunted house. Disney is marketing a(n) _____. <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td>A. Product</td> <td>B. Experience</td> </tr> <tr> <td>C. Good</td> <td>D. Person</td> </tr> </table> 4. The task of any business is to _____. <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td>A. create customer needs</td> <td>B. differentiate in terms of cost of production</td> </tr> <tr> <td>C. deliver customer value at a profit</td> <td>D. reduce competition</td> </tr> </table> 5. In the modern customer-oriented organizational chart, which of the following is considered to be at the top of the organizational pyramid? <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td>A. sales</td> <td>B. top management</td> </tr> <tr> <td>C. customers</td> <td>D. front-line people</td> </tr> </table> 6. Ultimately, the amount of steel sold to General Motors depends on the consumers' demand for GM cars and trucks. From the standpoint of the steel manufacturer, which of the following demand forms is most pertinent? <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td>A. derived demand</td> <td>B. inelastic demand</td> </tr> <tr> <td>C. geographic demand</td> <td>D. relational demand</td> </tr> </table> 	A. Marketing management	B. Knowledge management	C. Operations management	D. Distribution management	A. goods	B. experiences	C. events	D. services	A. Product	B. Experience	C. Good	D. Person	A. create customer needs	B. differentiate in terms of cost of production	C. deliver customer value at a profit	D. reduce competition	A. sales	B. top management	C. customers	D. front-line people	A. derived demand	B. inelastic demand	C. geographic demand	D. relational demand	
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Q. 1 (b) Define following terms with suitable examples. **04**
1. Wholesaling
2. E-Commerce
3. Brand Equity
4. Mission statement

Q. 1 (c) Explain 4 Ps of Marketing in brief. **04**

Q. 2 (a) What is marketing management? How marketing differs for different marketable entities? Exemplify each entity. **07**

Q. 2 (b) Explain Segmentation, Targeting & Positioning for any product of your choice. **07**

OR

(b) Discuss the various marketing strategies that should be used at each stage of the Product Life Cycle. Discuss with exemplifying Samsung Smart phone. **07**

Q. 3 (a) Differentiate Consumer Buying and Organizational Buying. **07**

(b) Explain features of Services. Intangibility becomes challenge for marketers; narrate exemplifying LIC of India. **07**

OR

Q. 3 (a) Explain the stages of new product development decision process from idea generation to commercialization. **07**

(b) Which are the steps involved in managing the sales force? **07**

Q. 4 (a) Explain Consumer Buying Decision making process. **07**

(b) Explain value chain in detail taking example of Parle-G Biscuits. **07**

OR

Q. 4 (a) Explain adoption process and adopter categorization. **07**

(b) Explain the concept of brand extension and line extension with the help of suitable examples. **07**

Q. 5 Parth Patel owns a four year old startup called DEF (Deliver Eat Fast) in Ahmedabad city. DEF has delivery boys who perform the duty of home delivery for hotels and restaurants. DEF is an organization which helps hotels and restaurants with back end process as for home delivery of food parcels. Uber, Swiggy, Food Panda, Grab the grub, Zomato and some more companies are competitors for DEF for food delivery business. Zomato has started online portal few years back and now it has entered in delivery business. Though DEF is one of the pioneers in this industry; brands like Uber and Food Panda have come with huge investment in this field. Parth has never strategized for marketing his brand as his company DEF is a back end process provider and his clients are hotels and restaurants only. He serves for offline customers of hotels. Whereas rest of all the competitors serve online customers. Now Parth wishes to market the Brand DEF. **14**

Questions:

1. What sales promotion plan can be helpful to DEF?

2. How distribution ideas can be key role for this?

OR

Q. 5 Major Private Life Insurance companies compete with one another in India facing huge competition. LIC has the cutting edge above all; being GOI representative in the industry. PolicyBazaar.com and other online companies promote various companies' life insurance plans. ABC Life is a Gujarat **14**

Based Corporate Agent for ICICI Prudential Life Insurance Company Ltd. ABC has branches in Ahmedabad, Baroda, Surat, Rajkot and Mehsana. Facing immense competition in the life insurance industry of India; ABC wishes to create a marketing plan.

Questions:

1. Suggest marketing plan for the company.
2. Which marketing strategy can be helpful for the company?
