

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA(IB) - SEMESTER- II EXAMINATION – WINTER 2019****Subject Code: 1529306****Date: 1-01-2020****Subject Name: Marketing For Managers(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.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	Explain the following terms with examples. (a) Sales orientation (b) Niche (c) Define logistics (d) Importance of sustainable marketing (e) Umbrella branding (f) One to One marketing (g) Value.	<b>14</b>
<b>Q.2</b>	(a) Explain the differences between consumer and business markets.	<b>07</b>
	(b) Explain the differences between marketing of goods and marketing of services.	<b>07</b>
<b>OR</b>		
	(b) Which aspects of consumer Behaviour shall influence the consumption of an air-conditioner?	<b>07</b>
<b>Q.3</b>	(a) Explain the new product development process in brief, with special emphasis on commercialization.	<b>07</b>
	(b) How will you segment the market for packaged fruit based products? Which segment(s) would you target and how would you position your product in those segment(s)?	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) What is the meaning of a product and product levels? Explain the product mix, along with the different elements of the product mix, with an example.	<b>07</b>
	(b) What are the trends in retailing and franchising which you have observed in India? Which are the promising sectors for retail growth? What is driving the retail growth in India right now?	<b>07</b>
<b>Q.4</b>	(a) Explain the competitive strategies to be adopted by a market leader.	<b>07</b>
	(b) Which are the criticisms faced by marketing? What can be done to resolve those criticisms?	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) List down the various pricing strategies a marketer can opt for. Write in detail about any two strategies.	<b>07</b>
	(b) You are opening a new fast food outlet. How shall you plan for integrated marketing communications for the launch of the store?	<b>07</b>

**Q.5**

**Cosmetic Applications**

Maria is an Assistant Marketing Communications Manager with TruBlush Cosmetics, a manufacturer of facial cream and other skin moisturizing products. She is relatively new to the cosmetics industry, being a recent college graduate with limited “real world” experience. As part of her orientation, however, she recently had the opportunity to spend one week with the TruBlush marketing research group, sitting in on several focus group discussions with regular cosmetics users. Today Hans stopped Maria in the hallway and told her to coordinate the artwork on both the new package label design and the storyboards for an upcoming advertising campaign, to reflect an increase in the recommended application of a facial cream product from one to three applications daily. While delighted with the opportunity to finally be assigned something substantive where she can demonstrate what she is capable of doing, she is troubled by the directive.

Maria recalls that in each of the four focus group sessions the week before, the majority of consumers interviewed revealed that just one application of this product “did the job.” While changing the recommended usage would dearly contribute to additional sales volume, what she knows about the product indicates that such an increase would not significantly benefit consumers. On the other hand, Hans is the Group Product Marketing Manager, and he makes the decisions on promoting recent hires for this product.

- (a) What actions should be taken by Maria? **07**
- (b) Is relying on only one source of information a wise thing to do? **07**

**OR**

- Q.5** (a) Which are the primary concerns facing promotions of the TruBlush product? **07**
- (b) Identify the major stakeholders in the case. What would be the expectations of each stakeholder? **07**

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