

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

Subject Code: 1529506**Date: 18/01/2025****Subject Name: Functions of Management - 1****Time: 02:30 PM TO 05:30 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) Segmentation (b) MBO (c) Positioning (d) Advertisement (e) Public Relations (f) Digital Marketing (g) Selection	14
Q.2	(a) Explain Segmentation Targeting and Positioning in Marketing Management with three examples of different products of your choice.	07
	(b) Write a brief note on the scope, role, and functions of the Human Resource Management department in a global world	07
	OR	
	(b) The business market is different than the consumer market. Explain this in context with factors differentiating the business market from the consumer market.	07
Q.3	(a) What is Human Resource Planning? Explain factors affecting Human Resource Planning and HRP's challenges in the global business world.	07
	(b) Explain the 5 M's of advertising.	07
	OR	
Q.3	(a) What are distinctive characteristics of services that differentiate them from physical goods	07
	(b) State the factors affecting consumer buying behavior and explain them with one example from purchasing the product of your choice.	07
Q.4	(a) ABC Ltd wants to hire young graduate trainees engineers and masters in business administration executives for their newly upcoming plant. Write a note on their selection and recruitment process to be followed by the HR department.	07
	(b) Differentiate among various marketing communication tools, Advertisement, Publicity, Sales Promotion and Direct Selling.	07
	OR	
Q.4	(a) Describe the significance of training. Explain Steps in the training process where the front line are sales representatives.	07

- (b) How can Performance appraisal Plan be the best tool for the organization where attrition and sales performance remain major problem? **07**

Q.5

CASE STUDY:

Veganism is becoming increasingly popular. The term “vegan” was coined in 1944 by a small group of vegetarians who broke away from the Leicester Vegetarian Society in England to form the Vegan Society. They chose not to consume dairy, eggs, or any other products of animal origin, in addition to refraining from meat, as do vegetarians. The term “vegan” was chosen by combining the first and last letters of “vegetarian.” Veganism is currently defined as a way of living that attempts to exclude all forms of animal exploitation and cruelty, be it from food, clothing, or any other purpose.

Vegans generally choose to avoid animal products for one or more of the following reasons: **Ethics:** Vegans strongly believe that all creatures have the right to life and freedom. They are also opposed to the psychological and physical stress that animals may endure as a result of modern farming practices. **Health:** Some people choose veganism for its potential health effects in terms of avoiding heart disease, type 2 diabetes, cancer, Alzheimer’s disease and so on; or to lower body weight and body mass index (BMI). **Environment:** People may also choose to avoid animal products because of the environmental impact of animal agriculture. A 2010 United Nations (UN) report argued that these products generally require more resources and cause higher greenhouse gas emissions than plant-based options. Assume that a follower of Vegan lifestyle and philosophy intends to open up a Vegan food café for youngsters following this type of philosophy, in Mumbai city

- Q.5 (a)** Discuss the social and personal factors that would affect consumer behavior of the above-mentioned target market towards this Vegan food café. **07**

- (b) Considering the positioning theory, design the positioning strategy for this Vegan food café. **07**

OR

- Q.5 (a)** Considering the branding theories, design the branding strategies for this Vegan food café **07**

- (b) Considering the theory of marketing promotion, design the promotional strategies for this Vegan food café. **07**
