

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (INTEGRATED) - SEMESTER- 06 • EXAMINATION – SUMMER 2017

Subject Code: 4160501**Date: 03/05/2017****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.

- Q.1** (a) Define the term Marketing- Elaborate the nature and scope of marketing **07**
- (b) The approaches explain the mechanism and concept of marketing, explain the approaches in brief? **07**

- Q.2** (a) Explain the concept of 7P's in the division of element and expanded elements in marketing mix **07**
- (b) Which are the various external/ internal environment analysis of marketing, discuss the statement with the help of SWOT analysis **07**

OR

- (b) The history of marketing had a rapid growth from last decade, what will be the revolution in the twenty first century as a part of marketing challenges **07**
- Q.3** (a) Consumer is a king of market, then who is the king maker- justify the statement with your thoughts **07**
- (b) Differentiate product differentiation and market segmentation **07**

OR

- Q.3** (a) Is consumer behavior more a function of a person's age or generation? Brief it **07**
- (b) Your college wants to technologically upgrading the teaching leaning facilities available in your campus. They plan to buy latest LCD projectors for all the classrooms. Suggest suitable steps for the buying process. **07**
- Q.4** (a) What is marketing segmentation?, discuss the philosophy of segmentation in brief **07**

(b) Assume any mobile company- elaborate the example with its stages of life **07**

OR

Q.4 (a) Discuss new product development process **07**

(b) Discuss the major pricing strategies **07**

Q.5 Write a short note (any 4) **14**

1) After sales services

2) Branding and packaging

3) Product Decision

4) Product concept

5) Pricing decision

6) Factors affecting consumer behavior