Seat No.:	Enrolment
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## **GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA - SEMESTER-II • EXAMINATION – SUMMER 2013

		Date: 22-05-2013	
: 10	:30am – 01:30pm Total Marks:	70	
1. 2.	Attempt all questions.  Make suitable assumptions wherever necessary.		
(a)		07	
<b>(b)</b>		07	
(a)		07	
<b>(b)</b>	Explain the differences between consumer and business markets.	07	
(b)		07	
(a) (b)	Explain the different patterns of target market selection.  Discuss the various competitive strategies for market followers.  OR	07 07	
` ′		07 07	
	Explain the various cultural, social and personal factors influencing consumerøs buying behavior.	07 07	
(a) (b)	Explain the various stages of pricing process.  Explain the stages of new product development decision process from ideas to commercialization.	07 07	
(a) (b)	Explain vertical, horizontal and multichannel marketing systems.  Explain in detail the various steps in developing effective communication.  OR	07 07	
(a) (b)	Explain the various gaps that cause unsuccessful service delivery. Comment on the growing trend of direct marketing giving two examples of successful brands using direct marketing.	07 07	
	ect N : 10 etions 1. 2. 3. (a) (b) (b) (a) (b) (b) (b) (a) (b) (b) (b) (b) (b) (b) (b) (b) (b) (b	ct Name: Marketing Management  : 10:30am – 01:30pm  Total Marks:  tions:  1. Attempt all questions.  2. Make suitable assumptions wherever necessary.  3. Figures to the right indicate full marks.  (a) Explain the production concept, product concept, selling concept and marketing concept.  (b) Explain the various intensive growth strategies.  (a) Discuss various research approaches used for marketing research process.  (b) Explain the differences between consumer and business markets.  OR  (b) What is Customer Relationship Management? Discuss the various problems that can occur in using CRM.  (a) Explain the different patterns of target market selection.  (b) Discuss the various competitive strategies for market followers.  OR  (a) Explain with suitable examples the various brand naming strategies.  (b) Comment on the product life cycle stage of men® fairness creams (like Fair and Handsome) in India today. Comment on various strategies to be used by its marketers.  (a) Explain various product differentiation strategies.  (b) Explain the various stages of pricing process.  OR  (a) Explain the various stages of pricing process.  (b) Explain the stages of new product development decision process from ideas to commercialization.  OR  (a) Explain vertical, horizontal and multichannel marketing systems.  (b) Explain the various gaps that cause unsuccessful service delivery.  (b) Comment on the growing trend of direct marketing giving two examples	

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