Seat No.:	Enrolment No.
Deat 110	Linoinent 100.

GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A -IInd SEMESTER-EXAMINATION – MAY/JUNE- 2012

Subject code: 820005 Date: 01/0			6/2012	
Subject Name: Marketing Management Time: 10:30 am – 01:30 pm		arks: 70		
2.	Atte Mal	ons: empt all questions. ke suitable assumptions wherever necessary. ures to the right indicate full marks.		
Q.1	(a)		07	
	(b)	implemented this concept? With the help of the Ansoff grid, suggest how a business school can chart out its growth strategies.	07	
Q.2	(a)	Stating adequate examples, explain the various consumer buying decisions.	07	
	(b)	Briefly explain the term – Customer Perceived Value. Mention some companies and identify their practices through which they have consistently delivered high customer value. OR	07	
	(b)	Which set of factors shall affect a consumer's decision to purchase water – purifier?	07	
Q.3	(a)	What is the rationale behind market segmentation? What is target marketing?	07	
	(b)	Which are the different levels of market segmentation? OR	07	
Q.3	(a) (b)	How does a market leader defend its leadership position? Which strategies can be adopted by a marketer in the maturity stage?	07 07	
Q.4	(a)	How does a marketer manage the product line length? Explain, giving	07	
	(b)	suitable examples. Service quality dimensions are important in marketing of services. How do these dimensions affect the marketing of DTH (Direct-to-home) services?	07	
		OR		
Q.4	(a) (b)	Briefly, explain the process of developing a new product. Which are the prominent price-setting methods adopted by marketers to set prices for their offerings?	07 07	
Q.5	(a)	How has IT affected the distribution of goods and services?	07	
. ,-	(b)	Which are the unique characteristics of advertising and personal selling? OR	07	
Q.5	(a)	What is direct marketing? Which channels are used by direct marketers in their direct marketing efforts?	07	
	(b)	How has the retail scenario changed in the last decade in India?	07	
