## GUJARAT TECHNOLOGICAL UNIVERSITY

**SEMESTER- 2 EXAMINATION – WINTER 2012** 

Subject code: 2820005 Date: 09/01/2013

**Subject Name: Marketing Management** 

Time: 10:30 – 13:30 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)        | Explain the various marketing management tasks which signify the           | 07 |
|-----|------------|--|----|
|     |            | relevance of marketing to business.  |    |
|     | <b>(b)</b> | Select a product of your choice. How will you, as a marketer use the       | 07 |
|     |            | Ansoff matrix as a tool for strategic marketing planning?                  |    |
|     |            |  |    |
| Q.2 | (a)        | Explain the various factors affecting the consumption behavior related to  | 07 |
|     |            | dining out (having a meal outside home).                                   |    |
|     | <b>(b)</b> | Define CBBE. Explain brand building according to the 'Brand Resonance      | 07 |
|     |            | Model'.  |    |
|     |            | OR   |    |
|     | <b>(b)</b> | Explain the bases for segmenting consumer markets, with relevant           | 07 |
|     |            | examples.  |    |
|     |            |  |    |
| Q.3 | (a)        | How can a marketer of sports shoes differentiate his offering?             | 07 |
|     | <b>(b)</b> | Explain the stage-gate approach to new product development.                | 07 |
|     |            | OR   |    |
| Q.3 | (a)        | Write in detail the price-setting procedure.                               | 07 |
|     | <b>(b)</b> | Which are the various modes to enter a foreign market?                     | 07 |
|     |            |  |    |
| Q.4 | (a)        | How shall you decide on each of the major channel design decisions for     | 07 |
|     |            | devising a channel structure for distribution of ready to eat snacks?      |    |
|     | <b>(b)</b> | Explain the relevance and applicability of each promotional tool vis-à-vis | 07 |
|     |            | various products and services.   |    |
|     |            | OR   |    |
| Q.4 | (a)        | Which are the steps involved in managing the sales force?                  | 07 |
| Q.4 | <b>(b)</b> | Which are the key characteristics of advertising and personal selling?     | 07 |
|     |            |  |    |
| Q.5 | (a)        | Write a note on challenger strategies.                                     | 07 |
|     | (b)        | Write a note on BCG matrix   | 07 |
|     |            | OR   |    |
| Q.5 | (a)        | Create a marketing plan for a product/ service of your choice.             | 07 |
|     | <b>(b)</b> | Balaji Wafers from Rajkot commenced its production line of potato wafers   | 07 |
|     |            | in 1982. Currently, its products are as follows:                           |    |
|     |            | 1. Wafers – Plain, Cha Chasaka, Mori, Masala, Simply Salted, Kela          |    |
|     |            | Masala, Tomato  2. Namkeen – Aloo Sev, Chana Dal, Chataka Pataka (Masala & |    |
|     |            | Chinese), Farali Chevdo, Gathiya, Khathha Mitha Mix, Mung Dal,             |    |
|     |            | Ratlami Sev, Shing Bhujiya, chataka Pataka –tomato, masala                 |    |

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| shing, tikha mitha mix, vatana.   |  |
|---|--|
| How has Balaji managed its product line till now? How can Balaji expand |  |
| its product line in the future, considering the various product line    |  |
| decisions available to it?  |  |

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