GUJARAT TECHNOLOGICAL UNIVERSITY

MBA I - SEMESTER - II EXAMINATION – WINTER • 2014

Subject Code: 2820005 Date: 01-01-2015 **Subject Name: Marketing Management (MM)** Time: 02:30 pm - 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. Define Marketing. Differentiate between Marketing and Selling with suitable **Q.1** 07 example(s). 'Holistic marketing is the essence of modern marketing.' On this context explain **07 (b)** the four broad components of Holistic Marketing in detail with suitable example(s). **Q.2** (a) Discuss in detail the Value chain model proposed by Michal E. Porter. 07 What are the merits of Relationship marketing? 'Relationship marketing plays a **07 (b)** vital role in 21st century'. Justify your answer with real life example(s). Discuss the stages of Industrial buying process in detail. **07 Q.3** (a) What are the criteria's for segmenting organizational market? 07 What do you understand by Customer Based Brand Equity? Define the criteria for **07 (b)** choosing brand elements. OR **Q.3** (a) Discuss the various differentiation strategies adopted by a marketing manager. **07** You are appointed as a marketing manager for a 10 year old FMCG company, **07 (b)** suggests the various types of general attacking strategies you will adopt against your competitor. 0.4 You have been recruited in the position of Manager for a newly opened three star **07** hotel at Nepal. The owner has asked you to design a service blueprint for the new hotel. Discuss in details the steps in setting Price. 07 **(b)** OR **Q.4** (a) Discuss the different channel levels in case of consumer market. Explain with real 07 life example(s) in each case. What do you understand by Integrated Marketing Communication (IMC)? Discuss **07 (b)** the factors in developing marketing communication mix. What do you understand by Vertical marketing system (VMS)? Discuss its various **Q.5** (a) 07 types with real life example(s). What are the functions performed by a wholesaler? **07 (b)** OR What is Interactive marketing? What are its advantages? Q.5 (a) 07 **(b)** Enumerate the factors that hinder the development of 'New-Product Development.' 07 ******