Seat No.:	Enrolment No
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GUJARAT TECHNOLOGICAL UNIVERSITY MBA(TM) – SEMESTER –9 • EXAMINATION – WINTER - 2016

Subject Code: 4290102 Subject Name: Marketing Management Time:10:30 am to 01:30 pm Instructions:			Date: 24/11/2016 Total Marks: 70	
		0:30 am to 01:30 pm Total Marks:		
	1. 2. 3.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	Explain the concept of holistic marketing. Explain the stages of consumer buying decision process, giving suitable examples.	07 07	
Q.2	(a)	What is a product life cycle? Explain how does the product life cycle influence	07	
	(b)	the marketing mix decisions? Discuss various strategies used for promotional pricing and differentiated pricing.	07	
		OR		
	(b)	Define brand and discuss four brand strategies with examples.	07	
Q.3	(a) (b)	What are the functions of intermediaries? Explain. Suppose you are in ABC Soft Ware Ltd. and you are to design a distribution channel for the antivirus software developed by the company. What decisions do you consider for designing the distribution channel for the said product? Justify your answer.	07 07	
		OR		
Q.3	(a) (b)	Explain vertical, horizontal and multichannel marketing systems. As a senior marketing manager in XYZ Washing Machine Manufacturing company, discuss any two methods of setting the budget for its marketing communication program along with merits and demerits.	07 07	
Q.4	(a)	What is services marketing? Differentiate it from the marketing of goods along with implications.	07	
	(b)	Discuss the various steps in the marketing research process. OR	07	
Q.4	(a)	As a researcher, you are to design a questionnaire for measuring the perception towards the car "TATA – NANO" available in India.	07	
	(b)	Explain the 5 Ms of advertising.	07	
Q.5	(a)	Under Interactive marketing, discuss some of the options available for placing advertisements and promotion Online.	07	
	(b)	Explain the four major methods of consumer goods market testing. OR	07	
Q.5	(a) (b)	What is green marketing? Explain its implications for marketers. Explain the various modes to enter a foreign market.	07 07	
