

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Second Semester (Regular / Evening) Examination May 2010

Subject code: 820005

Subject Name: Marketing Management

Date: 26 / 05 / 2010

Time: 11.00 am – 01.30 pm

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) What is marketing management? Explain different marketable entities with suitable examples. **07**
(b) Explain the concept of holistic marketing. **07**
- Q.2** (a) Discuss the various steps in the marketing research process. **07**
(b) Explain the differences between consumer and business markets. **07**
- OR**
- (b) Explain the concepts of customer perceived value and customer lifetime value. **07**
- Q.3** (a) Explain with suitable examples the various segmentation variables in consumer markets. **07**
(b) Discuss the various competitive strategies for market leaders. **07**
- OR**
- Q.3** (a) Explain with suitable examples the main sets of brand equity drivers used for building brand equity. **07**
(b) Discuss the current life cycle stage of mobile phone industry and recommend strategies to be used by industry players. **07**
- Q.4** (a) Explain the concept of product mix in detail with a suitable example. **07**
(b) Discuss the distinctive characteristics of services. **07**
- OR**
- Q.4** (a) Discuss various strategies used for promotional pricing and differentiated pricing. **07**
(b) Explain the four major methods of consumer goods market testing. **07**
- Q.5** (a) Explain vertical, horizontal and multichannel marketing systems. **07**
(b) Explain the various modes of marketing communication mix with relevant examples. **07**
- OR**
- Q.5** (a) Explain the 5 Ms of advertising. **07**
(b) Comment on the growth of new retail environment in India. **07**
