

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-II • EXAMINATION – WINTER 2013**

**Subject Code: 2820005****Date: 01-01-2014****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.

- Q.1** (a) What is marketing management? Explain different marketable entities with suitable examples. **07**  
 (b) Discuss the various steps involved in consumer buying process. **07**
- Q.2** (a) A blade manufacturing company wish to introduce new product/s. Discuss the various options available with the company? **07**  
 (b) Explain the 5 Ms of advertising **07**
- OR**
- (b) Describe in detail the differences between advertising and publicity. Also describe how marketers use both the tools effectively **07**
- Q.3** (a) Explain in detail the process and levels of strategy in a company. **07**  
 (b) A industrial goods manufacturing company wishes to enter a consumer's goods market, Explain what are the differences between both the types of markets **07**
- OR**
- Q.3** (a) Being a Marketing Manager of a particular organization, How will you evaluate the Micro and Macro level factors affecting the Indian Marketing Environment? **07**  
 (b) "Marketing success largely depends on the effective STP strategies adopted by the firm."- Discuss the above statement with two examples of your choice. **07**
- Q.4** (a) What are various pricing methods? Explain each in detail **07**  
 (b) Define sales promotion. Explain the different sales promotion tools **07**
- OR**
- Q.4** (a) LIC is a service providing company. Describe the various strategies available with LIC as a service provider. **07**  
 (b) What are the functions of intermediaries? Explain. **07**
- Q.5** (a) Discuss the various competitive strategies for market follower **07**  
 (b) Explain the concepts of customer perceived value and customer lifetime value **07**
- OR**
- Q.5** (a) Explain five dimensions on the basis of which a company can Differentiate & Position its market offering? **07**  
 (b) What is Managing Holistic Marketing Organization? Explain in detail **07**

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