

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 relevance of marketing to business.	07
	(b)	Select a product of your choice. How will you, as a marketer use the Ansoff matrix as a tool for strategic marketing planning?	07
Q.2	(a)	Explain the various factors affecting the consumption behavior related to dining out (having a meal outside home).	07
	(b)	Define CBBE. Explain brand building according to the 'Brand Resonance Model'.	07
OR			
	(b)	Explain the bases for segmenting consumer markets, with relevant examples.	07
Q.3	(a)	How can a marketer of sports shoes differentiate his offering?	07
	(b)	Explain the stage-gate approach to new product development.	07
OR			
Q.3	(a)	Write in detail the price-setting procedure.	07
	(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 devising a channel structure for distribution of ready to eat snacks?	07
	(b)	Explain the relevance and applicability of each promotional tool vis-à-vis various products and services.	07
OR			
Q.4	(a)	Which are the steps involved in managing the sales force?	07
Q.4	(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)	Balaji Wafers from Rajkot commenced its production line of potato wafers in 1982. Currently, its products are as follows: <ol style="list-style-type: none"> 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 Bhujjiya, chataka Pataka –tomato, masala 	07

		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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