

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER- 2 • EXAMINATION – SUMMER 2019

Subject Code: 4529203

Date: 15/05/2019

Subject Name: Marketing Management (MM)

Time: 10:30 AM TO 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. No.		Marks
Q.1	Explain the each following terms with suitable examples	14
	(a) Extended P's of Marketing Mix	
	(b) B2B (Business-to-Business)	
	(c) Convenience Product	
	(d) Search Engine Optimization	
	(e) Customer Relationship Management (CRM)	
	(f) Marketing buzz	
	(g) Brand Loyalty	
Q.2	(a) What is Marketing Management? Discuss the five companies' orientations towards the marketplace with example/s in brief.	07
Q.2	(b) Describe the "Macro-Environmental Forces" that affect the company's ability to serve its customers.	07
	OR	
Q.2	(b) Discuss the stages of Consumer Buyer Decision Process and describe how you or your family went through this process to make the recent purchase of "Air Conditioners" in this summer?	07
Q.3	(a) Define Market Segmentation. Discuss bases of segmenting consumer markets in brief.	07
Q.3	(b) What is Brand Equity? Explain the Keller's Customer-Based Brand Equity (CBBE) Model in brief	07
	OR	
Q.3	(a) Various factors have contributed to the increased importance of packaging as a marketing tool. List and briefly describe these events.	07
Q.3	(b) What is Sales Promotion? Explain the role and types of sales promotion activities in brief.	07
Q.4	(a) Discuss the Premium Pricing, Market Penetration Pricing and Psychology Pricing with relevant example/s in brief.	07
Q.4	(b) As an advertiser, how can you carry out the destination branding TV commercial of "Statue of Unity- Ek Bharat Shreshtha Bharat" under Incredible India campaigning series? What was the appeal of your commercial? How will	07

you Persuading the audience? How can you measure the effectiveness of the commercial?

OR

Q.4 (a) As a Sales Representative of a leading RO Water Purifiers brand, illustrate how you can go through the eight step personal selling process? **07**

Q.4 (b) Define Advertising. Explain the five M's of Advertising in brief **07**

Q.5 **CASE STUDY: Keerthy meets Murugan through Shaadi.com**

“I didn’t want to fall into the traps of a typical Indian arranged marriage; I believe it doesn’t give you the required time and opportunity to know and understand your would-be partner, especially with families breathing down your necks while calling for a decision,” said Keerthy. “And I always wanted to choose my partner myself,” concurred Murugan, adding, “That’s why Shaadi. Com worked for both of us. ” Keerthy and Murugan are among the 48% of Internet users who surf matrimonial sites for alliances.

While traditionally the activity of matchmaking was left to the elderly aunts of the family, marriage bureaus, and newspaper matrimonials, with the advent of Internet and a change in youngsters’ preferences, online alliance search has taken off with frenzy, especially with 60% of the online population in India being below the age of 25. With 12 million urban Indians undertaking online matchmaking, it is the 13th most popular online activity among Indian surfers. Although online dating is ahead of matrimonial searches as the 10th most popular online activity, it does not enjoy the high user loyalty and brand premium of matrimonial websites. This is because Indian culture has yet not fully accepted the concept of dating before marriage and people do not register on a dating site for finding a life partner. There is also a huge overlap between the two activities suggesting that people who date are also looking for a mate. Owing to a close-knit social structure of India, families and friends still have an important role to play in online matchmaking. Often parents are seen posting their children’s profiles, and while the final choice may be the children’s, parents extensively carry out activities like gathering information, filtering profiles, matching horoscopes, etc.

Advertising seems to be harping on factors like wide profile choices, relevant matches, and a joint selection process that satisfies the entire family. Smaller portals such as Simplymarry.com have also adopted viral tactics such as creating a website, rather a catchy micro site.

One such communication triggered the dormant desire of finding a life partner for Murugan. While watching the film ‘Metro’, Murugan was exposed to Shaadi.com. The movie depicted Konkana Sen Sharma and Irrfan Khan getting older and feeling the need to find a life partner, and then turning to Shaadi.com for help.

Murugan believed that the biggest advantage of online matrimonial sites was their massive database, which offered people a wide choice of matches across both objective and subjective evaluation criteria such as education and career, religion, family background, location, personal preferences, personality, etc.

Keerthy had chosen Shaadi.com as she was particularly impressed with its strict profile screening system, and the simplified search technology that increased the relevance of the matches. She also appreciated the portal's attention to details through features like password-protected photographs that allowed members to maintain secrecy.

The study by the reputed agency marked Shaadi.com as the leader with 9,87,000 unique visitors in July' 07. Convinced of Shaadi.com's effectiveness after a month-long free registration, Keerthy and Murugan had signed up a 6-month premium membership. When they found each other and finally decided to marry in a year, they posted their success story like many others who had also found the right partners through Shaadi.com.

- (a) Based on the case, identify the various cultural and social factors that influence the decision of match-making through online matrimonial portals. **07**
- (b) What communication factors seem to be reinforcing purchase decision? **07**

OR

- Q.5** (a) What beliefs did Murugan and Keerthy hold regarding online matrimonial portals? What was their attitude towards Shaadi.com? Why? **07**
- (b) Do you think consumers should experience cognitive dissonance after subscribing to Shaadi.com? **07**
