

**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**

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