

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-II • EXAMINATION – SUMMER • 2014**

**Subject Code: 820005**

**Date: 31-05-2014**

**Subject Name: Marketing Management (MM)**

**Time: 10.30 am - 13.30 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) Briefly explains Holistic marketing Concepts. 07  
(b) Explain Various advertising Budget Method 07
- Q.2 (a) Define Segmentation, explain Demographic and Behaviour Segmentation. 07  
(b) As a Marketing Manager of ABC Cosmetics Pvt Ltd which factors you will Consider for selecting an advertising Budget 07  
OR  
(b) Explain Marketing mix with examples. 07
- Q.3 (a) Define Sales Promotion and Explain Various Sales Promotion Tools. 07  
(b) Explain Various Target Market Strategies to reach the customer. 07  
OR
- Q.3 (a) What is Product? Explain the Product Mix with examples. 07  
(b) Difference b/n Consumer Market and Business Market. 07
- Q.4 (a) Explain New Product Development Process with examples. 07  
(b) Define Advertising and explain five M's of it. 07  
OR
- Q.4 (a) Draw Product Life Cycle chart and Explain Introduction and Decline Stage. 07  
(b) Explain the Personal Selling Process with examples. 07
- Q.5 (a) Explain Consumer Marketing channels with examples. 07  
(b) Explain Various Factors which influence the Consumer Buying Behaviour. 07  
OR
- Q.5 (a) Explain the Consumer Buying Decision Process with examples. 07  
(b) Explain Six Types of Defence Strategies. 07

\*\*\*\*\*