

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-II • EXAMINATION – SUMMER 2015

Subject Code: 820005

Date: 29/05/2015

Subject Name: MARKETING MANAGEMENT (MM)

Time: 10:30 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) Using the Boston Consulting Group's Growth-market matrix, place Mahindra vehicles on the grid. Which vehicles are the Stars, the Cash cows, the Question marks, and Dogs? **07**

(b) You have agreed to help a friend with a home furnishings business in Gujarat. Suggest a way to segment the market for your friend. Select a target market to go after, keeping in mind segment size and growth, structural attractiveness, and probable company resources. What target marketing strategy would you use? Explain your answer. **07**

Q.2 (a) Supposing, you go to the Supermarket and take a look at the Brand Extension that exists for Coke. Explain when brand extension is a good strategy and when it is a poor one? **07**

(b) Many manufacturers are producing "Green" Products. As the many green products enter the market, how will the various brands differentiate from each other and how will they maintain the success? Cite some examples **07**

OR

(b) How do buying influences on a public firm differ from that of a private sector firm within the same product, for example petroleum? **07**

Q.3 (a) Briefly explain the various methods for gathering market information. What are the techniques used for monitoring customer satisfaction? **07**

- (b) Explain Market-Skimming and Market penetration pricing strategies. Why would a market of innovative high –tech products choose market –skimming pricing rather than market –penetration pricing when launching a new product? **07**

OR

- Q.3 (a)** The vast array of products that consumers buy can be classified on the basis of shopping habits and are broken down into four main areas. List these four main classifications of consumer goods and explain what elements are included within. **07**
- (b) What are the Environmental factors of Marketing? What is the macro marketing environment? How it is different from Micro environment? **07**

- Q.4 (a)** A New brand of a ‘Tyre –that-never –punctures’ is to be launched in India by a multinational company with your advice about concept – testing and test - marketing Justify your contention. **07**
- (b) Choose a company that sells products or services through more than one sales channel. Identify all of the sales channels the company uses. Discuss why you think the company uses these sales channels. **07**

OR

- Q.4 (a)** Academicians all over the world keep debating about “standardization vs. adaptation” strategies. Which strategy would you recommend while operating in the global marketplace? Why? **07**
- Q.4 (b)** In light of various consumer costs and values known to you, explain the contemporary ‘Value delivery network’ for the use of marketers for any product of your choice **07**

- Q.5 (a)** Effective advertising and aggressive sales promotional schemes help the salesmen in performing their duties and reaching their sales targets.” Discuss. **07**
- (b) What are the criteria for selection of Distribution Channel for Retailers? Discuss the types of retailers? **07**

OR

- Q.5 (a)** Many supermarkets will give you coupons based on what you purchase. What type of promotion is this, and do you believe it to be effective? **07**
- (b) List the names of store brands found in the pantaloons and big bazar in Apparel. **07**
