

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Winter Examination-2015

Subject Name : Marketing Management

Subject Code : 5MS02MMT1

Branch : Master of Business Administration

Semester : 2

Date : 20/11/2015

Time : 10:30 To 1:30

Marks : 70

### Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
  - (2) Instructions written on main answer book are strictly to be obeyed.
  - (3) Draw neat diagrams and figures (if necessary) at right places.
  - (4) Assume suitable data if needed.
- 

### SECTION – I

- Q-1**      **Attempt the Following questions**      **(07)**
- a. Give full form : CRM      01
  - b. Define : Market      02
  - c. What do you mean by marketplace?      01
  - d. Marketing Information System / Management Information System      01
  - e. Define : Demand      02
- Q-2**      **Attempt all questions**      **(14)**
- a. Define Value Chain. Draw Porter's Value Chain      05
  - b. Discuss the Effective Segmentation Criteria      05
  - c. Write a Note on : Customer Relationship Management      04
- OR**
- Q-2**      **Attempt all questions**      **(14)**
- a. Discuss the steps involved in Consumer Buying Decision Process      05
  - b. Write a Note on Holistic Marketing      05
  - c. Explain 4P's of Marketing Management      04
- Q-3**      **Attempt all questions**      **(14)**
- a. List and explain the steps involved in Business Unit Strategic Planning Process      07
  - b. Discuss major segmentation criteria to segment consumer market      07
- OR**
- Q-3**      **Attempt all questions**      **(14)**
- a. What is marketed? Explain with suitable example      07
  - b. Discuss the Opportunities and Challenges to the field of Marketing Management      07



## SECTION – II

- Q-4      Attempt the Following questions      (07)**
- a. What does Ingredient Branding means?      01
  - b. Give Full Form : VMS      01
  - c. What do you mean by e-business      01
  - d. Give any two example of co-branding      01
  - e. Define Segmentation      01
  - f. Give Full Form : IMC      01
  - g. What does communication means?      01
- Q-5      Attempt all questions      (14)**
- a. Explain the basis on which product can be classify      07
  - b. Define Marketing Channel. Explain Consumer Marketing Channels      07
- OR**
- Q-5      Attempt all questions      (14)**
- a. List and explain the steps involved in Adoption process.      05
  - b. Write a Note on : Five Product Level      05
  - c. Explain the Function of Labels      04
- Q-6      Attempt all questions      (14)**
- a. Define Services. Discuss the characteristics of services      07
  - b. Discuss the steps involved in setting price      07
- OR**
- Q-6      Attempt all Questions      (14)**
- a. Discuss the steps involved in New Product Development Process      07
  - b. List and explain various competitive strategies for market leaders with examples.      07

