C.U.SHAH UNIVERSITY
Winter Examination-2015

Subject Name : Marketing Management

Subject Code : 5MS02MMT3   **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.(1 Mark *7=7)   (7)
      1   Define Wants & Demand.
      2   State the components of Holistic Marketing Approach.
      3   Figure out Market Expansion grid.
      4   What is the meaning of Marketing Intelligence System.
      5   Give meaning of Perception.
      6   What is Position Defence?
      7   Define Co-Branding.

Q.2   "Maximizing customer value means cultivating long term customer relationship." (14)
                                        OR
Q.2   (a)   Explain in detail with figure the five forces that determine the intrinsic long run

                attractiveness of a market or market segment.   (7)
        (b)   Explain general attack strategies adopted by Market Challenger, Market Follower,

                & Market Nicher.   (7)

Q.3   (a)   Define Product Mix & show Product Mix of P&G or Amul (Any One)   (7)
        (b)   Explain how Two wheeler market can be segmented?   (7)
                                        OR
Q.3   (a)   What is MIS? State the components of MIS.   (7)
        (b)   Write a note on Consumer Adoption Process with stages & factors influencing it.
                                                                                 (7)

SECTION-II

Q.4   Define the following terms.(1 Mark *7=7)   (7)
1   Mobile Defence
2   Price Discrimination
3   Escalator Clauses
4   IMC
5   CPV
6   Value delievery system
7   Pull Strategy

Q.5   Explain new product development decision process with figure.   (14)

OR

Q.5   Mrs. Brown ,34 years old, working as a CRM at MNC , wants to purchase a
laptop. State which factors affect her buying behaviour.   (14)

Q.6   Explain channel integration & system & also explain how these systems conflict,

co-operate & compete with eachother?   (14)

OR

Q.6   (a)   Explain in detail corporate & divisional strategic planning, implementation &

controlling?   (7)

   (b)   How to set price for a product. Give name of different methods of selecting a
price?   (7)