Enrollment No:	Exam Seat No:
----------------	---------------

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name : Marketing Management

Subject Code: 5MS02MMT1 **Branch:** MBA

Semester : 2 Date : 06/05/2017 **Time :** 02:00 To 5:00 **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

0.1			(OF)
Q-1		Attempt the Following questions	(07)
	a.	Who classified Four Ps?	01
	b.	Write the Four C's suggested by Robert Lauterborn	01
	c.	Explain SWOT	01
	d.	Define Market.	01
	e.	What do you mean by Marketspace	01
	f.	Name the four broad themes which characterize holistic marketing	01
	g.	What is Market Segment?	01
Q-2		Attempt all questions	(14)
	(a)	Discuss the 4Ps of Marketing Management in Detail	07
	(b)	Explain the "buygrid" framework in detail	07
	()	OR	
Q-2		Attempt all questions	(14)
	(a)	List 10 types of marketing entities and briefly characterize those	07
	. ,	entities with suitable example.	
	(b)	Draw the model of Consumer Behaviour and explain consumer	07
	` ,	decision making process	
Q-3		Attempt all questions	(14)
	(a)	List and briefly characterize the eight demand states described in the	07
	` ′	text.	
	(b)	Explain the Porter's five force model	07

OR

Page 1 || 2



(a)	Explain: Ansoff's Product – Market Expansion Grid.	05
(b)	Discuss Value Chain Model	05
(c)	Write any two differences between the selling concept and marketing	04
	concept.	
	SECTION – II	
	Attempt the Following questions	(07)
a.	Give two example (Name of Company) of Co-branding	01
b.	Write the Full Form of VMS	01
c.	Explain with example : Captive Product Pricing	02
d.	Explain with example: Two Part Pricing	02
e.	Explain 0 (Zero) level Consumer Marketing Channel with an example	01
	Attempt all questions	(14)
(a)	Write a Note on: Five Product Level	05
(b)	List the ways of differentiating the services in the market and explain	05
	with suitable with example	
(c)	What is product? Explain the characteristics of it.	04
	OR	
	Attempt all questions	
(a)		07
(b)	Explain the service – quality model.	07
	Attempt all questions	(14)
(a)	Who are a market challenger and what attack options are available to	07
	him to use against opponents?	
(b)		07
	•	
(a)		07
(b)	± •	07
	table showing product mix and product line-length	
	(a) (b) (c) (a) (b) (c)	(b) Discuss Value Chain Model (c) Write any two differences between the selling concept and marketing concept. SECTION – II Attempt the Following questions a. Give two example (Name of Company) of Co-branding b. Write the Full Form of VMS c. Explain with example : Captive Product Pricing d. Explain with example: Two Part Pricing e. Explain 0 (Zero) level Consumer Marketing Channel with an example Attempt all questions (a) Write a Note on : Five Product Level (b) List the ways of differentiating the services in the market and explain with suitable with example (c) What is product? Explain the characteristics of it. OR Attempt all questions (a) Bases for segmenting consumer markets (b) Explain the service – quality model. Attempt all questions (a) Who are a market challenger and what attack options are available to him to use against opponents? (b) Explain all the eight stages of new product development decision process from ideas generation to commercialization OR Attempt all Questions What strategies would a leader brand adopt to defend its position? Explain with practical example.

