| Enrollment No: Exam Sea | at No: |
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C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Marketing Management

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

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. | Define Marketing. | 01 |
| | b. | What do you mean by Needs? | 01 |
| | c. | Give Full Form of CPV | 01 |
| | d. | Write any two examples of Marketspace | 01 |
| | e. | Give Full Form of SWOT | 01 |
| | f. | Name the 4Cs | 01 |
| | g. | Give Full Form of CRM | 01 |
| Q-2 | | Attempt all questions | (14) |
| _ | (a) | Discuss the 4Ps of Marketing Management | 07 |
| | (b) | Draw the Model of Consumer Beahviour | 07 |
| | | OR | |
| Q-2 | | Attempt following questions | (14) |
| | (a) | Write a Note on: Holistic Marketing | 07 |
| | (b) | Discuss the stages involved in Consumers Buying Process | 07 |
| Q-3 | | | |
| | | Explain in detail about the major segmentation variables used for segmenting consumer markets. | 14 |
| | | OR | |
| Q-3 | | Attempt all questions | (14) |
| | (a) | List the 10 Types of Marketing entities. Explain any seven giving suitable example | 07 |
| | (b) | Discuss the Eight Demand states | 07 |



SECTION – II

| Q-4 | | Attempt the Following questions | (07) |
|-----|------------|--|-------------|
| | a. | What do you mean by Adoption? | 01 |
| | b. | Give Full Form of NPD | 01 |
| | c. | Give any two example of Pure-click companies | 01 |
| | d. | Explain the concept of Marketing Channel | 01 |
| | e. | Give any two example of co-branding | 01 |
| | f. | What do you mean by Product Mix? | 01 |
| | g. | Give Full Form of VMS | 01 |
| Q-5 | | Attempt all questions | (14) |
| - | (a) | Discuss the Porter's Five force model | 07 |
| | (b) | What are the ways of differentiating the product in the market | 07 |
| | | OR | |
| Q-5 | | Attempt the following question | (14) |
| | (a) | Discuss the Market Challenger's strategies | 07 |
| | (b) | Explain the various competitive strategies for market follower with relevant examples. | 07 |
| Q-6 | | Attempt all questions | (14) |
| • | (a) | Define Product. Discuss the Characteristics of Product | 07 |
| | (b) | Explain all the eight stages of New Product Development Decision Process | 07 |
| | | OR | |
| Q-6 | | Attempt all Questions | (14) |
| | (a) | Explain the steps involved in Adoption process | 07 |
| | (b) | What are the ways of differentiating the services in the market | 07 |

