

C.U.SHAH UNIVERSITY

Winter Examination-2018

Subject Name : Marketing Management

Subject Code : 5MS02MMT1

Branch : MBA

Semester : 2

Date : 25/10/2018

Time : 2:30 To 5:30

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.
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SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Give a Full Form of CRM 01
 - b. Define Need 01
 - c. Give a Full Form of SWOT 01
 - d. What do you mean by marketplace? 01
 - e. Give a Full Form of CPV 01
 - f. Give any two examples of market space 01
- Q-2 Attempt all questions (14)**
- a. Draw and explain : Holistic Marketing Concept 07
 - b. Draw and explain : 4Ps of Marketing Management 07
- OR**
- Q-2 Attempt all questions (14)**
- a. Write a note on Market Expansion Grid 07
 - b. Discuss the ten types of marketing entities 07
- Q-3 Attempt all questions (14)**
- a. Draw the model of Consumer Behavior and explain Consumer Buying Process 07
 - b. Discuss major segmentation criteria to segment consumer market 07
- OR**
- Q-3 Attempt all questions (14)**
- a. Define Demand and explain eight demand states 07
 - b. Write a note on Value Chain Model 07

SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. What do you mean by pure click company? 01



	b. Give a Full form of POP	01
	c. Define Conflict	01
	d. What do you mean by zero channel	01
	e. Give a full form of POD	01
	f. Define Product	01
	g. Give a full form of VALS	01
Q-5	Attempt all questions	(14)
	a. What are the ways of differentiating the product in the market	07
	b. Discuss the characteristics of services	07
	OR	
Q-5	Attempt all questions	(14)
	a. List and explain the steps involved in Adoption process.	07
	b. Discuss the steps involved in New Product Development Process	07
Q-6	Attempt all questions	(14)
	a. Discuss the six level of product hierarchy	07
	b. Explain the service – quality model.	07
	OR	
Q-6	Attempt all Questions	(14)
	a. What strategies would a leader brand adopt to defend its position? Explain with practical example	07
	b. Define Vertical Marketing System (VMS)? Explain Corporate VMS, Administered VMS and Contractual VMS	07

