

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Marketing Management

Subject Code : 5MS02MMT1

Branch : MBA

Semester : 2

Date : 30/04/2019

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.

SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Write the full form of CPV 01
 - b. Define Demand 01
 - c. What do you understand by SWOT ? 02
 - d. Write the full form of PLC 01
 - e. Give any two example of Marketspace 01
 - f. Write the full form of CVA 01
- Q-2 Attempt all questions (14)**
Briefly characterize the 10 types of marketing entities with suitable example 14
- OR**
- Q-2 Attempt all questions (14)**
- a. List and explain the 8 types of Demand states 07
 - b. Write a Note on 4P's of Marketing Management 07
- Q-3 Attempt all questions (14)**
Explain the major segmentation variables used for segmenting consumer market 14
- OR**
- Q-3 Attempt all questions (14)**
- a. Write a Note on Holistic Marketing 07
 - b. Differentiate between selling concept and marketing concept 07
- SECTION – II**
- Q-4 Attempt the Following questions (07)**
- a. Write the full form of ELM 01
 - b. Write any two examples of Co-branding 01
 - c. Give the full form of VMS 01



	d. Write any two examples of ingredient branding	01
	e. Give the full form of VALS	01
	f. Define Product	01
	g. Give the full form of PoP and PoD	01
Q-5	Attempt all questions	(14)
	Explain in detail : Buygrid Framework	14
	OR	
Q-5	Attempt all questions	(14)
	a. What are the ways of differentiating the services in the market	07
	b. Define Adoption. Explain the steps involved in Adoption Process	07
Q-6	Attempt all questions	(14)
	Discuss the steps involved in New Product Development Process	14
	OR	
Q-6	Attempt all Questions	(14)
	a. Explain the various competitive strategies for market follower with relevant examples.	07
	b. Write a Note : Porter's Five Force Model	07

