

GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR
Course: Marketing Management
Semester-II (Batch: 2016-18)

MBA End Semester Examination: April-2017

Date: 17th April, 2017

Duration: 3 hours

Max. Marks: 60

Instructions:

- Read the questions properly and write the answers in the given answer book.
- The respective marks for each question are indicated in-line.
- Do not write any thing on the question paper.
- Indicate correct question numbers in front of the answers.
- No questions or clarifications can be sought during the exam period, answer as it is, giving reason, if any.
- Justify your answers with relevant examples.

Part-A

Answer any four of the following questions

Marks
(4x6=
24)

- Q.1 Discuss the importance of all the three foundation pillars of marketing – psychology, sociology and economics in detail.
- Q.2 Discuss any five challenges that confront professional service providers in marketing their services in comparison with marketers of goods.
- Q.3 'Rural consumers are more price conscious than value conscious' – do you agree with the statement? Justify your view with relevant examples.
- Q.4 As explained by Werner Reinartz and Peter Saffer, discuss the 'most effective' and 'least effective' advertisement campaign in creativity combination of flexibility, elaboration, and originality variables.
- Q.5 Discuss relevant legal issues associated with any three P's of the marketing mix.

Part-B

- Q.6 Write short notes (any three): (3x4=
12)
- (a) Probability and non-probability sampling
- (b) Holistic marketing
- (c) Targeting strategies
- (d) Brand element choice criteria
- Q.7 Explain the following terms: (6x2=
12)
- (a) Production concept
- (b) Skimming pricing
- (c) Segmentation
- (d) Penetration pricing



- (e) Consumer behavior
- (f) Bargaining power of suppliers

Q.8 One of the key trends today is that organisations are becoming increasingly market driven. Outline a market research plan for a relatively new private bank in India that wishes to become market driven. (12)
