

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	Marks
Q.1	Write short notes (any three): (a) Probability and non-probability sampling (b) Holistic marketing (c) Targeting strategies (d) Brand element choice criteria	(3x4= 12)
Q.2	Explain the following terms: (a) Production concept (b) Skimming pricing (c) Segmentation (d) Penetration pricing (e) Consumer behavior (f) Bargaining power of suppliers	(6x2= 12)
Q.3	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)

Part-B

Answer **any four** of the following questions

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| Q.4 | Discuss any five challenges that confront professional service providers in marketing their services in comparison with marketers of goods. | |
| Q.5 | ‘Rural consumers are more price conscious than value conscious’ – do you agree with the statement? Justify your view with relevant examples. | (4x6=
24) |
| Q.6 | Discuss the importance of all the three foundation pillars of marketing – psychology, sociology and economics in detail. | |

- Q.7 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.8 Discuss relevant legal issues associated with any three P's of the marketing mix.
