

**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**

Course: Marketing Management
Semester-IV (Batch: 2015-20)

End Semester Examination: April-May 2017

Date: 10th May, 2017

Duration: 3 hours

Max. Marks: 50

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.**

- | | Marks |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Part-A | |
| Answer any four of the following Questions | (4x5=
20) |
| Q.1 How marketing of services is different from marketing of goods? Discuss how to overcome the aspect of limited differentiability in the marketing of professional services? | |
| Q.2 Discuss the importance of rural marketing and explain 4 P's of rural marketing in detail. | |
| Q.3 Differentiate between brand equity and brand promise. Discuss the scope and role of brand in detail. | |
| Q.4 'Conventional marketing methods are not always effective when used in social change' – do you agree? Justify your answer with suitable examples. | |
| Q.5 Explain 'key psychological process' and discuss its importance in consumer behaviour. | |
| Part-B | |
| Q.6 Write short notes (any four): | (4x4=
16) |
| (a) Factors contributing to new product development | |
| (b) Brand element choice criteria | |
| (c) Factors (qualitative and quantitative) affecting media selection in advertisement | |
| (d) Goals, Actors and spaces in e-mark plan | |
| (e) Project Shakti and e-Chaupal | |
| Q.7 Explain the following terms: | (4x2=
08) |
| (a) Observational research | |
| (b) Reach | |
| (c) Ethnographic research | |
| (d) Frequency | |
| Q.8 'Process, People and Physical evidence play a very crucial role in success of marketing of services' – justify with suitable examples. | (06) |