

**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.

Part-A

Answer any four of the following Questions

Marks
(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)