

**GUJARAT NATIONAL LAW UNIVERSITY  
GANDHINAGAR**

Course: **Marketing Management**  
Semester-IV (Batch: 2017-22)

**End Semester Examination: April-May 2019**

Date: 10<sup>th</sup> May, 2019

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 anything 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.

**Marks**(4x7=  
28)Q.1 Answer **any four** of the following questions:

- (a) What is social cause marketing? How is it different from commercial marketing? Discuss with suitable example.
- (b) How does the study of consumer behaviour help in rural marketing? Explain the various aspects marketers have to analyze while entering the rural market.
- (c) Explain the role and significance of brands. Discuss brand element choice criteria with suitable examples.
- (d) Discuss important decision areas of advertising which are required to be considered for effective communication.
- (e) Discuss service quality model of service marketing with suitable example.

Q.2 Critically evaluate the following statements:

(3x5=  
15)

- (a) As explained by Jennifer McFarland, 'One of the ways to create brand is through publicity rather than advertising by improving consumer's emotional associations with your brand'.
- (b) 'Success in rural marketing depends on growing with rural consumers instead of growing at their cost.'
- (c) As explained by Paul Bloom, 'the professional service organization should design its personal contacts, PR activities, advertising and service delivery approaches to *teach* clients'.

Q.3 Write short notes on **any two** of the following:(2x3.5  
=07)

- (a) E-Markplan
- (b) Competing concept of marketing
- (c) Factors contributing to new product development

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