

**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**

Course: **Marketing Management**
Semester- IV (Batch: 2020-25)

End Semester Online Examination: May 2022

Date: 13th May, 2022

Duration: 8 hours

Max. Marks: 50

Instructions:

- The respective marks for each question are indicated in-line.
- Indicate correct question numbers in front of the answer.
- No questions or clarification can be sought during the exam period, answer as it is, giving reason, if any.
- Word Limit: 10 Marks: 550-600 words.

Answer any five of the following questions

Marks

- Q.1 *"Businesses represent supply and markets represent demand. How well a business adapts to its ever-evolving environment determines its success. Environmental shifts can push an organization out of business by upsetting its strategic fit with the environmental factors and actors".* (10)

Analyse the given statements and give your views with appropriate reasoning and suitable examples.

- Q.2 *"Awareness of the five competitive forces can help a company understand the structure of its industry and stake out the position that is more profitable and less vulnerable to attack."* (10)

Evaluate the given statement in the context of the Chinese Fireworks Industry case.

- Q.3 *"Rural consumers are more value conscious than price conscious. Hence, marketers have to keep this characteristic at the core while designing a product/ service for these consumers."* (10)

Justify the given statement with suitable examples.

- Q.4 For social cause marketing, discuss the framework that factors 'what's-in-it-for-me' reactions from the target markets with relevant examples. (10)

- Q.5 *E-Marketing strategy can be formulated in a better way through integration of 5 components namely, goals, actors, spaces, actions and outcomes – do you agree with the statement? Give your reasoning with relevant examples.* (10)

- Q.6 Read the attached article "Marketing and Branding a Law Firm: The Indian Perspective". (10)
- a) Briefly summaries various branding strategies for a law firm given in the article.
 - b) Giving your own views, evaluate and enlist the pros and cons of marketing and branding of a law firm in context of the given article.
