GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR
Course: **Marketing Management**
Semester- IV (Batch: 2021-26)

End Semester Examination: May 2023

Date: 11ᵗʰ May, 2023
Duration: 3 hours　　　　　　　　　　　　　　　　　　　　　**Max. Marks: 50**

Instructions:

- Read the questions properly and write the answers in the given answer book.
- Do not write anything on the question paper.
- 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: 600 - 650 words per answer of 10 marks

(Answer **any five** of the following questions)	**Marks**

Q.1　What is Marketing Information System? Discuss in detail. Also, explain the terms - Marketing Intelligence System, Management Information System and Marketing Decision Support System. Are these terms related to each other? Explain with suitable examples.　(10)

Q.2　Why is there a need for an extended marketing mix for services? Which are the additional 3Ps and what roles each of them plays? Justify your answer with suitable examples.　(10)

Q.3　How does a brand become an asset for a company? Explain the role and significance of brands.　(10)

Q.4　Though innovation/new product is basically a corporate function, marketing has a key role in it. Do you agree? Why and how?　(10)

Q.5　Write short notes on the following:　(5x2=10)
　　a)　Boston Consulting Group Matrix
　　b)　Integrated Marketing Communications

Q.6　a)　Discuss the ways do rural demands differ from the urban market with suitable examples.　(5x2=10)
　　b)　Write a short note: Project Shakti

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