

# Printout

Saturday, February 25, 2017 7:17 PM

**GUJARAT NATIONAL LAW UNIVERSITY  
GANDHINAGAR**

Course: **Marketing Management**  
Semester-IV (Batch: 2014-19)



Mid Semester Test: Feb-Mar. 2016

**Date: 05<sup>th</sup> March 2016**

**Duration: 2 hours**

**Max. Marks: 30**

**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.
- Draw the diagrams only with pencil.
- 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**

- Q.1 Explain the following terms in brief. (5x1 =05)
- (a) Unwholesome demand.
  - (b) Customer Perceived Value.
  - (c) Value Proposition.
  - (d) Market as a concept of marketing
  - (e) Brand Personification
- Q.2 “People don’t want to buy a quarter-inch drill bit, they want a quarter-inch hole!” (05)  
Explain the statement in the context of consumer buying behaviour.
- Q.3 What different values does a customer derive from product or service? Explain any one (05)  
customer value in detail.

**OR**

Explain 4 Cs of Marketing Mix in detail.

- Q.4 Explain whether the following statements are True or False with proper reasoning. (2x2.5 =05)
- (a) Emotional decision making is often slower, more systematic, and more exhaustive than cognitive decision making.
  - (b) Consumer buying a vacation home is more likely to try to optimize their decision making.
- Q.5 Define the concepts of Segmentation and Targeting. How is India’s car market segmented? How do various automobile companies target various segments with their products? (10)

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