

**GUJARAT NATIONAL LAW UNIVERSITY  
GANDHINAGAR**

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

End Semester Examination: April-May 2016

Date: 11<sup>th</sup> May, 2016

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.

**Part-A****Marks**

- Q.1 Answer **any two** of the following questions (word limit: 450-500 words) (2x8 =16)
- (a) Define the term branding. Discuss its role in the context of consumers' and producers' perspective with suitable examples.
  - (b) *Rural consumers are more value conscious than price conscious* – justify with suitable examples.
  - (c) Discuss importance of rural marketing. Explain how the initiatives like 'Project Shakti' and 'e-choupal' have empowered rural consumers.
- Q.2 Answer **any three** of the following questions (word limit: 200-250 words) (3x6 =18)
- (a) Explain the 'four authors' of brand culture as explained by Mr. Douglas Holt with suitable examples.
  - (b) *Cost - benefit analysis at individual and social level plays very important role in successfully designing strategy for social cause marketing* – justify with suitable examples.
  - (c) Discuss 'experience' and 'limited differentiability' as important challenges associated with marketing of professional services.
  - (d) Explain marketing mix for rural market with suitable examples.
- Q.3 Write short notes on **any two** of the following: (word limit: 100-150 words) (2x3 =06)
- (a) Sales effect reach and communication effect reach of advertisement
  - (b) Brand element choice criteria
  - (c) Target market for non - profit organizations

**Part-B**

- Q.4 Answer **any two** of the following questions: (2x5=10)
- (a) What do we mean by product line stretching? Explain different types of line stretching and the reasons why companies go for them.
  - (b) Explain in detail the customer-value hierarchy.
  - (c) Explain the following terms:
    - (i) Market specialization
    - (ii) Co- Branding
    - (iii) Width of a product mix
    - (iv) Compensatory decision making process
    - (v) Captive product pricing

\*\*\*\*