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**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**

Course: **Marketing Management**
Semester-IV (Batch: 2015-20)

Mid Semester Test: Feb-Mar. 2017

Date: 4th March, 2017

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 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 |
|---|--------------|
| Q.1 Answer any three of the following questions: | (3x5= 15) |
| (a) 'All organisations need marketing' - do you agree with this statement? If so, give reasons in support of your answer along with relevant examples from business and non-business sectors. | |
| (b) Differentiate between focus groups and surveys as methods of collecting primary marketing data. | |
| (c) Is consumer behaviour more a function of a person's age or gender or generation? Justify with suitable examples. | |
| (d) Explain BGC matrix. How it can be useful to marketing manager in decision making process? | |
| Q.2 Explain any five of the following: | (5x2= 10) |
| (a) Integrated marketing | |
| (b) Selling concept | |
| (c) Internal marketing | |
| (d) Relationship marketing | |
| (e) Socially responsible marketing | |
| (f) Bargaining power of supplier | |
| Q.3 'One cannot be everything to everyone but one can be everything to a selected few – justify the statement in line with segmenting and targeting with suitable examples. | (05) |
