Seat No: _____   Enrollment No:_____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2019 - 20 Examination

Semester: 2   Date: 13/12/2019
Subject Code: 06200156   Time: 10:30 am to 01:00pm
Subject Name: Marketing Management   Total Marks: 60

Instructions
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A).Multiple choice type questions/Fill in the blanks.   (Each of 1 mark)   (05)

1.Which of the following is not true for segmentation

    a) It can be done only for goods and not for services

    c) Hybrid segmentation offer better chances of targeting the customers precisely

    b) It allows for a focused marketing effort.

    d) The members of a segment show at least one common characteristic or need.

2 Pravin Patel is a Professor in Baroda University. For him Baroda University is
    a) Aspirational Group   c) Primary Group
    b) Secondary Group   d) Dissociative Group

3 Pepsi Cola and Coca Cola are examples of
    a) Generic Competition   c) Product Form Competition
    b) Category Competition   d) Budget Competition

4 A customer who spreads positive word-of-mouth, and is not very sensitive to price of the product is
    a) Creative Customer   c) Brand Customer
    b) Indifferent Customer   d) Loyal Customer

5 The --------------- is a channel member who comes in direct contact with the customers.
    a) Wholesaler   c) Distributor
    b) Retailer   d) Stockist

B).Define the following. (Each of 1 mark)   (05)
1. Segmentation
2. Service
3. Brand
4. Customer Perceived Value
5. Gatekeepers.

C).Direct questions. (Each of 1 mark)   (05)
1. What is a fad?
2. What is a straight rebuy?
3. What is Category membership?
4. What is Brand Resonance?
5. What is line stretching?

Q.2 Answer the following questions.
A). Explain the distinctive characteristics of Services.   (07)
B). What is Holistic Marketing? Explain its importance.   (08)

Q.3 Answer the following questions.
A). Differentiate between Consumer Markets and Business Markets.   (07)
B). Explain the Stimulus Response Model of Consumer Buying Behaviour.   (08)

Q.4 Attempt any two questions. **(Each of 7.5 mark)** **(15)**

1. Take any Popular Brand in the Indian Market and using the Resonance Model of Brand Equity, explain how it has used various brand elements to build its brand equity.

2. For a business like McDonald's or Subway, explain its Primary and Secondary activities as given by Michael Porter's Value Chain

3. Mr. Navin Chavla is a chemical engineer from IIT Mumbai. He has set up a new detergent manufacturing business and wants to price its product. Explain what steps he should take in pricing his product in the market.

4. Good Knight Mosquito Repellents are the market leaders in the Mosquito repellent market of India. The next best market share is that of All Out. What are the marketing strategies available to All Out. Explain.