

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Winter 2018 - 19 Examination

Semester: 2
Subject Code: 06200156
Subject Name: Marketing Management

Date: 15/12/2018
Time: 10:30am to 1:00pm
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 a characteristic of core competency?
a) It has application in a wide variety of markets. c) It can be easily copied
b) It is a source of competitive advantage. d) It makes a significant contribution to the perceived customer benefits.
- 2 "If you are not satisfied for any reason, return for replacement, exchange, or return." This statement is an example of
a) Specific Guarantee c) Unconditional guarantee
b) Conditional Guarantee d) warranty
- 3 ----- are the people in the organization who request that something be purchased.
a) users c) buyers
b) initiators d) Approvers
- 4 In the VALS framework, Believers are
a) Motivated by achievement and low on resources c) Motivated by self-expression and low on resources.
b) Motivated by ideals and High on resources d) Motivated by ideals and low on resources
- 5 Which of the following is a criterion for choosing a brand element?
a) It must be Protectable c) It must be Memorable
b) It must be Adaptable d) All the above.

B). Define the following. (Each of 1 mark)**(05)**

1. Goals.
2. Positioning.
3. Fashion
4. Market-skimming pricing
5. Direct Marketing

C). Direct questions. (Each of 1 mark)**(05)**

1. What is brand mantra?
2. What are reference groups?
3. What is value proposition?
4. What is perception?
5. What is straight extension in International Marketing?

Q.2 Answer the following questions.**A). Write a note on the distinctive characteristics of services.****(07)****B). Discuss in detail the Holistic Marketing approach.****(08)****Q.3 Answer the following questions.****A). Explain the different stages in business buying process.****(07)****B). Explain with the help of an example the various ways in which a company can lengthen its product line.****(08)**

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

(15)

1. Take a business of your choice and explain how Michael Porter's Value Chain process can be applied to it?
2. Explain the Brandasset Valuator model of brand equity with the help of examples.
3. Asian Paints is the market leader in the Indian Paint industry with a market share of more than 50%. Explain the various strategies it can adopt to defend its market share.
4. What is wholesaling? Give reasons why manufacturers not sell directly to retailers or final consumers?