

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Summer 2018 - 19 Examination**

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

**Date: 29/04/2019**  
**Time: 10:30 am to 01:00pm**  
**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. The \_\_\_\_\_ concept is used most aggressively with unsought goods.
 

a)product	c)marketing
b)selling	d)production
2. Advertising is a \_\_\_\_\_ communication.
 

a)personal	c)non personal
b)functional	d)operational
- 3.A \_\_\_\_\_ is a promotion strategy that calls for using trade promotion to move the product through channels.
 

a) integrated strategy	c) blocking strategy
b) pull strategy	d) push strategy
4. \_\_\_\_\_ creates a particular image in the minds of consumer.
 

a) Branding	c) Grading
b) Personal selling	d) Product planning
5. \_\_\_\_\_ is a market challenger strategy.
 

a)Flank attack	c)Counterfeiting
b)Counter offensive	d)Mobile defence

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

- 1.Product family
- 2.Customer relationship management
- 3.Product life cycle
- 4.Marketing Management
- 5.Market segmentation

**C).Answer in brief. (Each of 1 mark)****(05)**

1. What is modified rebuy?
- 2.What is marketing Mix?
- 3.Who is wholesaler?
- 4.What do you mean by convenience goods ?
- 5.Write the steps of Marketing research process.

**Q.2 Answer the following questions.****A).Describe characteristics of services.****(07)****B).Differentiate selling from marketing in detail.****(08)**

**Q.3** Answer the following questions.

**A).** List down the factors influencing consumer behavior and explain any two of them in detail. **(07)**

**B).** Enlist the components of Marketing Information System and explain any two of them in detail. **(08)**

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

1. Design a distribution channel/s for "Aapka - Atta Bread" at Vadodara city taking suitable assumptions.
2. As a senior manager, explain how you would position a new health drink – "JOSH" appropriately in any three segments of your choice in major cities of Gujarat.
3. Explain brand equity and show how you would build a brand of your choice of product.
4. What are different levels of marketing channel? What type of channel would you suggest to launch a product like Fevicol ? Give reasons.