

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
IMBA Winter 2019 - 20 Examination

Semester: 7
Subject Code: 06200156
Subject Name: Marketing Management

Date: 14/12/2019
Time: 10:30 am to 1:00 pm
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 a marketing management task?

a) Communication Value	c) Designing Value
b) Delivering Value	d) All the above
- 2 Which of the following can be marketed using production concept?

a) Tomato Ketchup	c) Two inch steel bolts
b) Fairness Cream	d) Wrist watches
- 3 Which of the following is not a market challenger strategy?

a) Counterfeiting	c) Encirclement
b) Flanking	d) Bypassing
- 4 Which of the following is likely to give a fair idea about the brand loyalty of a brand

a) Salience	c) Judgment
b) Performance	d) Resonance
- 5 A television is an example of

a) Emergency Goods	c) Durable Goods
b) Staple Goods	d) Shopping Goods

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

1. Customer Perceived Value
2. Style
3. Positioning
4. Segmentation
5. Perception

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

1. Who is a market challenger?
2. What is Category Membership?
3. What is value Pricing?
4. What is Retailing?
5. What is Product Concept?

Q.2 Answer the following questions.

- A).**Describe the various participants in business buying process. (07)
- B).** Draw and explain the Gap model of managing services. (08)

Q.3 Answer the following questions.

- A).** What is Michael Porter's Value Chain? Explain it with the help of example of any business of your choice. (07)
- B).** Explain briefly the steps in setting price. (08)

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

(15)

1. Your company is one of the leading manufacturers of Mobile Phones in India and is looking to expand in Africa. What are the various ways in which you can enter the African Market?
2. Design a marketing channel for a new brand of shampoo in Gujarat. Enumerate the function of each intermediary and justify why you want that entity in the channel.
3. Take any brand element of any popular brand and critically evaluate it in terms of the criteria for choosing a brand element.

4. Following are the market shares of brands of cold drinks in India

Lion – 35%

Tiger - 29%

Panther – 13%

Deer – 12%

Others – 11%

What are the marketing strategies available to Panther to deal with the competition in the cold drink market? Explain.