

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA SEMESTER-2- EXAMINATION – SUMMER 2020****Subject Code: 4529203****Date:06/11/2020****Subject Name: Marketing Management (MM)****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.		Marks
Q.1	Define- (a) PODs and POPs (b) Marketing (c) Ansoff's Product-Market Expansion Grid (d) Customer Relationship Management (e) Integration Marketing (f) Warranties (g) Dutch Auctions	14
Q.2	(a) Holistic Marketing recognizes that "everything matters" . Illustrate the statement.	07
	(b) Distinguish between Consumer Market and Industrial Market.	07
	OR	
	(b) Explain the Consumer Buying Behaviour Process in detail taking example of any product of your choice.	07
Q.3	(a) From any industry of your choice take example of market leader and discuss the strategies adopted by market leader to maintain his position.	07
	(b) Explain the basis for segmenting consumer markets with relevant examples.	07
	OR	
Q.3	(a) Discuss that in planning its market offering how many product levels a marketer needs to address taking any product's example.	07
	(b) Differentiate between Brand Equity and Customer-Based brand equity. Discuss the main criterias for choosing brand elements.	07
Q.4	(a) What are the distinctive characteristics of services which differentiate them from goods and what is their marketing implication?	07
	(b) Discuss the price adaptation strategies available to a firm.	07
	OR	
Q.4	(a) Explain Vertical and Horizontal Marketing systems with examples.	07

- (b) As a marketer what steps you will take to develop effective communication with customers?

07

Q.5

CASE STUDY:

Whole Foods Market is a supermarket chain with less than two-hundred stores selling health gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients hydrogenated fats and many environment friendly products such as nonpolluting detergents and chlorine free diapers. The company began in the 1970s as a natural food stores that catered to hippies. Through the purchase of small health food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company's growth was fuelled by the by the upsurge' sin Americans' desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Whole Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, are much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In2005, Whole Foods stated its numbers to double the number of its stores by 2018.

- (a) Discuss the promotional strategy of Whole foods. Why or why not is it appropriate? Elaborate.

07

- (b) Discuss the Positioning of Whole Foods.

07

OR

Q.5

- (a) Do you think doubling the number of stores is a sound strategy when "Americans spend far less of their income on food than other nations". Explain your point of view.

07

- (b) Discuss your views on the strategies employed by Whole Foods.

07
