

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-II EXAMINATION – WINTER 2020****Subject Code:4529203****Date:06/02/2021****Subject Name:Marketing Management****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

Q. No.	Marks
Q1. (a) Explain each of the following terms with suitable examples	06
(a) Marketing Channels	
(b) Convenience Product	
(c) Brand	
Q1. (a) Explain each of the following terms with suitable examples	06
(a) Sales Promotion	
(b) Need and Want	
(c) Retailing	
Q2 (a) What is Consumer Market and Business Market? Identify the points of differences between these two markets.	06
Q2 (b) A company intends to launch a Wrist Watch. Perform detailed segmentation for the same.	06
Q3 (a) Explain any one micro model of communications.	06
Q3 (b) Perform PESTEL analysis of any one industry of your choice.	06
Q4 (a) Explain the characteristics of service and how are they different from physical goods.	06
Q4 (b) The car brand Gloster of MG Motor India is in the introduction stage in the Indian market. What should be the 4Ps strategies of the company for this brand which is in the introduction stage of product life cycle.	06
Q5 (a) Write a note on Value Chain Analysis.	06
Q5 (b) Assume that you are selected as a salesperson in Croma. Discuss how the eight steps in personal selling process will guide you to sell a mobile phone.	06
Q6 (a) Explain the concepts: Product mix, product class, product line, product line length, product line width, product line depth and product line consistency.	06
Q6 (b) Discuss how Indian consumer psychology wither reference to pricing affect their purchase behavior in case of unorganized retailing.	06

Q7

CASE STUDY: VEGAN CAFÉ

Veganism is becoming increasingly popular. The term “vegan” was coined in 1944 by a small group of vegetarians who broke away from the Leicester Vegetarian Society in England to form the Vegan Society. They chose not to consume dairy, eggs, or any other products of animal origin, in addition to refraining from meat, as do vegetarians.

The term “vegan” was chosen by combining the first and last letters of “vegetarian.” Veganism is currently defined as a way of living that attempts to exclude all forms of animal exploitation and cruelty, be it from food, clothing, or any other purpose.

Vegans generally choose to avoid animal products for one or more of the following reasons:

- *Ethics*: Vegans strongly believe that all creatures have the right to life and freedom. They are also opposed to the psychological and physical stress that animals may endure as a result of modern farming practices.
- *Health*: Some people choose veganism for its potential health effects in terms of avoiding heart disease, type 2 diabetes, cancer, Alzheimer’s disease and so on; or to lower body weight and body mass index (BMI).
- *Environment*: People may also choose to avoid animal products because of the environmental impact of animal agriculture. A 2010 United Nations (UN) report argued that these products generally require more resources and cause higher greenhouse gas emissions than plant-based options.

Assume that a follower of Vegan lifestyle and philosophy intends to open up a Vegan food café for youngsters following this type of philosophy, in Mumbai city.

In light of the above case answer the below mentioned questions:

(a) Discuss the social and personal factors that would affect consumer behavior of the above mentioned target market towards this Vegan food café. **5.5**

(b) Considering the positioning theory, design the positioning strategy for this Vegan food café. **5.5**

OR

(a) Considering the branding theories, design the branding strategies for this Vegan food café. **5.5**

(b) Considering the theory of marketing promotion, design the promotional strategies for this Vegan food café. **5.5**
