

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – II - EXAMINATION – SUMMER 2022

Subject Code: 4529203**Date: 02/08/2022****Subject Name: Marketing Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

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

- Q-1** Answer the following. **14**
- a Define Cliques.
 - b What is value proposition.
 - c Differentiate between Value- Pricing and Perceived Value Pricing methods.
 - d Define Co-branding with any one example.
 - e Define Marketing
 - f Explain Latent Demand.
 - g Difference between Customer and Client
- Q-2** (a) How do point of difference & point of parity help in creating positioning strategy for a brand? **07**
- (b) As an industrial product marketer which are the buying situations that you may face while dealing with your business customer? Discuss **07**
- OR**
- (b) An ayurvedic hair growth gel product company wants to identify segments in Gujarat market. Hair growth gel is applied for hair fall problems before hair wash. The company is expecting you to identify segments and offer a target segment for entry. Justify your answer. **07**
- Q-3** (a) Explain different Product-Mix pricing techniques with suitable examples. **07**
- (b) A company is planning to start manufacturing electric cars. How should it go around setting its price? **07**
- OR**
- Q-3** (a) Explain consumer goods classification in brief. **07**
- (b) Harpic differentiates itself from traditional products that are used for bathroom cleaning like detergent & acid. "In order to branded products must be differentiated."– Discuss the statement by citing examples of brands that excel on different means of differentiation. **07**
- Q-4** (a) Which are different types of entities that can be marketed? **07**
- (b) Explain different orientations that company adopts towards marketplace. **07**
- OR**
- Q-4** (a) What is CPV- Customer Perceived Value. Explain how marketers at CPV disadvantage manages to increase the value of their product or services. **07**
- (b) Explain the concept of Holistic Marketing. **07**

Q-5

Case Study

In the mid 1990's a spat of global fast-food chains entered India hoping to capture a part of Indian fast-food segment. But they found it difficult to establish themselves. Gaining acceptance locally and blending into the Indian culture proved difficult. By 1994, some international suppliers of Mac Donald's had visited India to identify local partners. Meetings with agriculturist were conducted with a view to set up a supply chain. Finally, all this fructified when a 50:50 joint venture was entered between Mac Donald's and Hard Castle restaurant private limited.

To gain acceptance locally, Mac Donald's had to modify its menu-substituting mutton for beef in the burgers (something it had never done in any other market), choosing names like Mac Aloo and Maharaja Mac, and introducing variations and dishes that were not available at any Mac Donald's outlet anywhere in the world.

From the meticulous sourcing of raw materials and the elimination of beef and pork from its desi menus to even segregating and vegetarian and non-vegetarian workers. Mac Donald's seemed to be extremely orthodox in its approach. India was the first country to use the complete vegetable burger, creating eggless mayonnaise vegetable burger, so was the case with mutton burger. Further, to attract new consumers, Mac Donald has recently introduced burgers at 69 Rupees only

- (a) Explain which factor led to change in product for Indian market? **07**
- (b) **07**
Identify & describe the market targeting strategy adopted for Indian market.

OR

- Q-5** (a) Which is the branding strategy that Mac Donald has implemented for the Indian market? **07**
- (b) Identify & discuss the consumer segment that has been targeted by offering burgers at 69 rupees. **07**
