Seat No.: _____   Enrolment No._____

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

Subject Code: 4529203   **Date: 17/12/2022**
Subject Name: Marketing Management
Time:02:30 PM to 05:30 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		Definitions / terms / explanations / short questions based on concepts of theory/practical	14
	(a)	Convenience Product	
	(b)	Brand	
	(c)	Marketing Channels	
	(d)	Sales Promotion	
	(e)	Need and Want	
	(f)	Durability and Reliability	
	(g)	Wholesaler	
Q.2	(a)	What is Consumer Market and Business Market? Identify the points of differences between these two markets.	07
	(b)	Define Marketing. Explain the concept of Value Chain and Marketing as a Value delivery process with the help of an example.	07

OR

	(b)	Explain Competitive strategies that can be adopted by Market Challengers.	07
Q.3	(a)	What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions?	07
	(b)	Define publicity or public relation. Discuss its tools.	07

OR

Q.3	(a)	List and explain the bases of Segmenting Consumer and Business Markets with relevant examples.	07
	(b)	Define Product Levels. Discuss with examples some Product Line and Length decisions.	07
Q.4	(a)	Define CBBE. Explain the concept of Co-Branding and Ingredient Branding with relevant examples.	07
	(b)	Explain the steps of setting the price. What are some of the price adaptations and strategies used by marketers to remain competitive in the market place using pricing as a tool?	07

OR

Q.4	(a)	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.	07
	(b)	Jivraj Tea, a tea producing and marketing company in Gujarat is planning to recreate its Brand Equity in the tea market of Gujarat. Using the six steps of Customer Based Brand Equity Model help the company to create its Brand Equity from Brand Salience to Brand Resonance.	07

Q.5 **CASE STUDY:**

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

(a) Discuss the social and personal factors that would affect consumer behavior of the above mentioned target market towards this Vegan food café. **07**

(b) Considering the positioning theory, design the positioning strategy for this Vegan food café. **07**

OR

Q.5 **(a)** Considering the branding theories, design the branding strategies for this Vegan food café **07**

(b) Considering the theory of marketing promotion, design the promotional strategies for this Vegan food café. **07**

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