

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER -II - EXAMINATION- SUMMER-2023

Subject Code: 4529203**Date: 15/07/2023****Subject Name: Marketing Management****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Co-branding with example (b) Brand (c) Define Marketing (d) Personal Selling (e) Publicity (f) Durability and Reliability (g) Retailer	14
Q.2	(a) What is Marketing Management? Discuss the five companies' orientations towards the marketplace with examples in brief. (b) From any industry of your choice take example of market leader and discuss the strategies adopted by market leader to maintain his position.	07 07
OR		
	(b) Discuss the stages of Consumer Buyer Decision Process and describe how you or your family went through this process to make the recent purchase of "Air Conditioners" in this summer?	07
Q.3	(a) What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions? (b) What is New Product? Explain New Product Development process with suitable example.	07 07
OR		
Q.3	(a) List and explain the bases of Segmenting Consumer and Business Markets with relevant examples. (b) Explain consumer goods classification in brief.	07 07
Q.4	(a) What is Brand Equity? Explain the Keller's Customer-Based Brand Equity (CBBE) Model in brief. (b) As a Sales Representative of a leading RO Water Purifiers brand, illustrate how you can go through the eight step personal selling process?	07 07
OR		
Q.4	(a) Discuss the Premium Pricing, Market Penetration Pricing and Psychology Pricing with relevant example/s in brief (b) Define Advertising. Explain the 5 M's of Advertising.	07 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) 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

OR

Q.5 (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
