Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY** MBA (AM) – SEMESTER –6. EXAMINATION – SUMMER 2016

Subject Code: 4160501		Date: 04/05/2016		
Ti	•	t Name: Marketing Management 10:30AM TO 1:30PM	Total Marks:	70
	1, 2,	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.		
Q.1	(a)	The present day Marketing is customer driven. Explain this help of a suitable Example.	statement with the	07
	<b>(b)</b>	Explain the Meaning of Meta Marketing and surrogate Example.	Marketing with	07
Q.2	(a)	Define Marketing Mix. What are the 4 elements of it? Exp with suitable example.	·	07
	<b>(b)</b>	What do you understand by Marketing Environment of Discuss the importance of it.	an organization?	07
	<b>(b)</b>	OR Explains the extended Marketing Mix for Services, Explain each with Example.	the Importance of	07
Q.3	(a)	Explain the Consumer decision Making Process for a person Home.	who want t buy a	07
	<b>(b)</b>	What is Positioning? Explain any Six Positioning strategies w  OR	ith example.	07
Q.3	(a)	Explain the Consumer decision Making Process for a person Insurance Policy.	who want t buy a	07
	<b>(b)</b>	With the help of an example, explain the meaning of segme and Positioning.	entation, Targeting	07
Q.4	(a) (b)	What do you understand by Branding? Explain the Important Explain the New Product Development Process.  OR	of Branding.	07 07
Q.4	(a) (b)	Write a short note on Product Concepts. What do you understand by Packaging? Explain the Significant	nce of Packaging.	07 07
Q.5	(a)	Explain the Meaning of following Pricing Strategy. (1) Market-Skimming Pricing (2) Market-Penetration Pricing (3) Odd Pricing		07
	<b>(b)</b>	Explain the Element of Promotion Mix.  OR		07
Q.5	(a)	Explain the Meaning of following Pricing Strategy with exam (1) Captive Pricing (2) Market-Skimming Pricing (3) Bait Pricing	ple.	07
	<b>(b)</b>	What do you mean by IMC? Explain the Reasons for the incr of IMC.	easing Importance	07

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