XY-131

Five Years M.B.A. Integrated (K.S.)
5ᵗʰ M.B.A.
April-2013

Seminar on Contemporary Issues in Marketing (Marketing)

Time : 3 Hours] **[Max. Marks : 70**

1. (a) Discuss the challenges and opportunities faced by firms to go through new product development in India. **7**

   (b) "MNCs provide social and economic benefits to host countries." Discuss. **7**

2. (a) A multibrand clothing store finds Ahmedabad an attractive location for its merchandise. Conduct a trading area analysis and site selection analysis for the same and recommend a location for them in the city. **9**

   (b) Discuss the role of 'Visual merchandising' in retailer's strategy. **5**

   OR

   Write detailed notes on any **three :** **14**

   (i) Technology used in Format Stores

   (ii) Theories of Retail development

   (iii) Types of Retail formats

   (iv) Category Management Practices

3. (a) Discuss the effect of IT enabled marketing on Indian Banking Industry. **5**

   (b) Discuss the strategies that Luxury Brand marketers are using in India. **6**

   (c) Write a brief note on 'Multilevel Marketing' or 'Green Marketing'. **3**

4. (a) Explain the Grouroos perceived service quality model with relevant examples. **7**

   (b) Assume that you are a service company that wants to expand by adding new services. Describe a logical process you might use to introduce a new service to the market place. How would you incorporate service blueprinting into the process ? **7**

5. (a) What is brand tracking ? Develop a brand tracking survey for brand 'KFC'. **7**

   (b) Pick a product category. How are the various brands targeting different demographic market segments ? Explain in context of different branding strategies with relevant examples. **7**

OR

   Describe the BAV model given by Y & R to measure brand equity. Apply it to any Indian brand of your choice. **7**

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