

**P. G. D. M. A. C. Examination**  
**Paper-1**  
**Marketing Management**  
**April 2019**

**Time : 2-30 Hours]**

**[Max. Marks : 70**

**Section: 1**

**Instructions:**

- a. Critically analyze to answer the questions given below.
- b. Keep your answers short and sweet.
- c. You can make assumptions and will be considered if logical.

**Critically analyse the given questions:**

1. Design a Integrated Marketing Communication Programme to create brand pull for the following products/services for Mass Audience. 10 Marks  
 Conduct a demographic profiling.
  - a. Ice cream.
  - b. Holiday package.
2. Discuss in detail all the different promotional mix. 10 Marks
3. Timple is a Gujarat based toy company, has recently introduced high end toys for kids'. The product is Robot. Design a comprehensive distribution plan. 10 Marks
4. Discuss the following:(Any One) 5 Marks
  - a. Visual merchandising increases visibility .
  - b. How to increase ND.
  - c. Surrogate advertising and transit advertising

**Section:2**

1. Explain 'Holistic Marketing' approach with all its four components. Elaborate on how Holistic Marketing can be applied? [14 Marks]
  - 2(a). What are the new trends in marketing? Explain how strategy and tactics behind marketing programs have changed dramatically. [07 Marks]
  - 2(b). If you are in-charge of industrial buying, what objectives would you set? Also, explain what are activities you would be involved in? [07 Marks]
- OR**
- 2(b). Write short notes on any of the following two: [07 Marks]
    - i) Experimental Marketing
    - ii) Permission Marketing
    - iii) One to One Marketing
  - 3(a) On deciding to explore global markets for your products, what modes of entry are open to you? [07 Marks]

**OR**

- 3(a). Write short notes on: [07 Marks]
  - a) Cause Related Marketing
  - b) Green Marketing



## P. G. D. M. A. C. Examination

## Paper-2

## Marketing Management

April 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 All sub-questions include equal marks. (14 marks)

- A. Distinguish among Marketplace, Marketspace and Meta market with relevant examples.
- B. Explain the Holistic marketing concept in detail.
- C. What is Customer Perceived Value? Provide components of CPV and suggest how would you make better propositions for customers through these components.
- D. Differentiate among Attribute Based Value, Functional Value and Emotional Value.

Q.2 Make a marketing plan. (14 marks)

Consider yourself as a brand manager of a 'Fog' scent. Provide a marketing plan to launch this brand as gift giving to people, considering gift giving is a new trend in the market. Take assumptions wherever required. Your marketing plan consists at least following points.

- Executive summary
- Situational analysis
- Objectives
- STP
- Financials and recommendations.

OR

Q.2 Answer the following questions. (Any two) (14 marks)

- A. Distinguish among Fad, Trend and Mega Trend with relevant examples.
- B. Distinguish among Penetrated Market, Target Market, Available Market and Potential Market.
- C. Explain brand value chain and how it will be useful in monitoring the brand health.

Q.3 Make a research design. (14 marks)

You are appointed as a research scholar at the BKSMB. The current government has assigned the project to BKSMB, to find out the perception of citizens about current government based on it's Out of Home (OOH) advertising campaigns. tell us how you are going to conduct a research on a said topic and prepare a research design plan. Research design should include following points.

- Problem definition
- Research objectives
- Data Sources
- Research approach
- Research instruments
- Sampling Plan
- Contact methods
- Probable limitations and recommendations.

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OR

Q.3 Answer the following questions. (Any 2) (14 marks)

- A. Explain each term: selective attention, selective retention, selective distortion and subliminal perception.
- B. Distinguish between consumer buying and business buying process and explain why there is distinction.
- C. Explain who are the business buying partners.
- D. What is customer based brand equity & explain BAV Model of brand equity.

Q.4 Answer the following questions with relevant examples. (Any two) (14 marks)

- A. What are the bases and criteria for effective segmentations.
- B. What do you understand by the word positioning. What are POPs and PODs? Explain What are the differentiation strategies to distinguish your product or service among competitors.
- C. Distinguish among share of market, share of mind and share of hearts
- D. As a challenger in the market, what general and specific attack strategies will you be using to fight against the leader.
- E. Explain the diffusion of innovation process.

Q.5 Answer the following questions. All sub questions carry equal marks. (14 marks)

- A. What is a product? Explain the five levels of a products with relevant examples.
  - B. Explain consumer goods classifications with relevant examples.
  - C. Explain what are the steps of setting the final price for a product.
  - D. Which are the differentiating pricing tactics?
  - E. Explain GAPS model in detail with relevant examples.
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