

**M.B.A.-I (Sem.-II) Examination**  
**Marketing Management**  
**May-2017**

Time : 3 Hours]

[Max. Marks : 100

**Instructions:**

- 1] This Question paper consists of 5 Questions. Q1 and Q5 are compulsory.
- 2] All Questions carry equal marks.

**Question-1.] Answer each of the following questions: (20)**  
**(All questions are compulsory and carry equal marks)**

1. Explain Product differentiation and positioning.
2. What is the difference between Marketing Research system and Marketing Intelligence system?
3. What are the major drivers of the new economy? How are business practices changing to adapt to the new economy?
4. Explain Ghost shopping with reference to customer satisfaction measurement.

**Question-2.] Answer the following questions: (20)**

1. Explain the characteristics of services that differentiate them from physical goods. What are their managerial implications?
2. A pharmaceutical company is planning to purchase a new tablet manufacturing machine for the first time. Explain the type of buying situation and the stages that they will move through for purchasing the projector.

**OR**

**Question-2.] Answer the following questions: (20)**

1. Differentiate between Complex buying behavior and Dissonance reducing buying behavior.
2. Explain Intensive, Exclusive and Selective distribution strategies with examples.

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**Question-3.] Explain the following giving examples wherever appropriate: (20)**

**(Any Four)**

1. Discriminatory pricing strategies.
2. Ansoff's product market expansion grid.
3. Product life cycle stages.
4. Functions of packaging as an important marketing tool.
5. Methods for setting integrated marketing communications budget.
6. BCG matrix for resource allocation.

**Question-4.] Explain the following giving examples wherever appropriate: (20)  
**(Any ten) (Explain to the point)****

1. Product mix
2. Market segmentation by lifestyle
3. Brand personality
4. Blanket contracts
5. Buzz marketing
6. Personal selling
7. Line extension strategy
8. Internal marketing
9. Vertical marketing system
10. IMC
11. CRM
12. POPs
13. Network marketing
14. Social marketing

**Question-5.] Answer each of the following questions: (20)  
**(Both questions are compulsory and carry equal marks)****

1. Identify the market segments that KFC (restaurant) has adopted to segment the Indian market.
2. A city based NGO approaches you to carry out a market research assignment for them. They want to get a market research done to identify sensitivity of Ahmedabad citizens towards noise pollution due to increasing traffic in the city. Explain how you would proceed for market research explaining the various steps involved in marketing research process.