

# P P SAVANI UNIVERSITY

Second Semester of M.B.A Examination  
May 2022

SLMB7110 Marketing Management

24.05.22, Tuesday

Time: 09:00 am to 11:30 am

Maximum Marks: 60

**Instruction:**

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

**Section I**

- Q1** Answer the Following: (Any five) [05]
- (i) Define Market
  - (ii) What do you understand by Value Chain?
  - (iii) Define Consumer Behavior.
  - (iv) State any 2 components of Information Marketing System
  - (v) Write the full form of: SBU
  - (vi) Define Motivation
  - (vii) What do you understand by Buyers Perception?
- Q2. (a)** "A successful marketing strategy must have a marketing mix as well as a target market for whom the marketing mix is prepared". Explain in detail with the help of 4 Ps of marketing [07]
- Q2. (b)** "Marketers can create needs"- Do you agree? Give reason to support your answer [03]
- OR**
- Q2.** "For marketing management, the most important behavior on the part of a prospective buyer or consumer is the process of deciding whether to buy or not to buy "- Explain in detail with respect to 5 stages of Buying Behavior Model [10]
- Q3.** Explain in detail the various core concepts of marketing in detail [10]
- OR**
- Q3. (a)** "Motivation acts as a driving force in the flow towards purchase action."- Explain with respect to Maslow's Five -Level Hierarchy of Needs [07]
- Q3. (b)** Short Note: Social and Cultural Influence on Buyers Behavior. [03]
- Q4** Write Short Note on: (Any one) [05]

- (i) Scope of Marketing
- (ii) Value Delivery Process
- (iii) Core Competencies.

**Section II**

**Q1.** Answer the Following: (Any five) [05]

- (i) Define Market Segmentation.
- (ii) What do you understand by Retailing?
- (iii) State the role of communication in marketing.
- (iv) Define Brand Positioning.
- (v) Define Product
- (vi) What do you understand by Online Marketing?
- (vii) Define Market-Skimming Pricing

**Q2. (a)** Explain the bases on which market can be segmented? [05]

**Q2. (b)** Explain the importance of brand positioning in market? [05]

**OR**

**Q2. (a)** Analyze and explain the significance of packaging and labelling in modern day marketing. [06]

**Q2. (b)** Short Note: Market Penetration [04]

**Q3. (a)** "There is usually inverse relationship between price of a product and quantities sold." Explain the reason of this kind of relationship. [06]

**Q3. (b)** Is there any difference between Market Segmentation and Targeting? Comment. [04]

**OR**

**Q3.** "The marketing manager should identify the different types of intermediaries to carry out its channel works". Explain the common types of intermediaries (channels) in marketing. [10]

**Q4.** Case Study: (Compulsory)

- (i) A company wishes to launch a new toothpaste which can effectively prevent cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. Assume you were to evolve a marketing communication strategy. How you will promote your product and why? [02]

- (ii) In recent years, discount sales have been on the rise and several discount stores have come up in the country. Regular discount sales are also organized by firms and retail stores around festive seasons. Yet, there are many large stores like Shopper's Stop (Mumbai and Bangalore), Tribhuvan Das Bhimji Zaveri (Jewellers in Mumbai), Big Kids Kemp (Bangalore) alike who do not have such discount sales and yet record large sales turnover. Why? [03]