Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA– SEMESTER -II - EXAMINATION- SUMMER-2023

Subject Code: 2529305 Date: 15/07/2023

Subject Name: Marketing for Managers

Time: 10:30 AM TO 1:30 PM Total Marks: 70

Instructions:

1. **Attempt all questions.**
2. **Make Suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1		**Definitions** a) Product bundle pricing b) Psychographic segmentation c) Consumerism d) Ansoff's Matrix e) Competitive Advantage f) SBU g) Captive pricing	**14**
Q.2	**(a)**	Marketing is not an activity but a set of activities or institutions. Explain different marketing management orientations	**07**
	(b)	Critically evaluate the BCG matrix and explain the strategic challenges it offers to a business portfolio.	**07**
		OR	
	(b)	Discuss the factors affecting individual buying behavior of cell phone and cars. (you can assume any brand)	**07**
Q.3	**(a)**	Discuss Product items, lines and mixes in the context of below-mentioned products. 1. Health care products 2. Education 3. Financial services	**07**
	(b)	Is EDLP as a pricing strategy advisable or not? Explain with suitable example.	**07**
		OR	
Q.3	**(a)**	Design a perceptual map for an Economic car for the medium-income family.	**07**
	(b)	'Channel intermediaries are essential for the effective distribution of a product? Discuss.	**07**
Q.4	**(a)**	Explain how the marketing mix should be changed during various stages of the PLC	**07**
	(b)	Explain different types of retail formats with the help of suitable examples.	**07**
		OR	
Q.4	**(a)**	What is promotion mix? Distinguish between advertising and personal selling	**07**
	(b)	Define sustainable marketing. Explain the three pillars of sustainable marketing.	**07**

Q.5 India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions.As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old "bring your old refrigerator and take a new one with many gifts". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand.Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

- Godrej 30%
- Videocon 13%
- Kelvinator 12%
- Allwyn 10%
- L.G 1%
- Others 1%

(a) Could the refrigerator market be segmented on a geographical base planned by Electrolux? 07

(b) What would be the marketing mix for rural markets? **07**

OR

(a) Would 125 L and 150 L models be an ideal choice to launch in rural market **07**

(b) Explain the best marketing strategy according to you which helps them to survive in the market. **07**

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