

Seat No.: \_\_\_\_\_

Enrollment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 2– • EXAMINATION – SUMMER 2019****Subject Code: 3529204****Date: 15/05/2019****Subject Name: Advance Marketing Management (AMM)****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		<b>Marks</b>
<b>Q.1</b>	Answer the following Questions.	<b>14</b>
	(a) Define "Licensing".	
	(b) Explain "Overall Cost Leadership" as a generic strategy.	
	(c) What is "Differentiation" as a strategy to compete in the market?	
	(d) Briefly explain "Focus" as a competitive strategy.	
	(e) What do you mean by 'Brand Equity'?	
	(f) What are Sales Promotions?	
	(g) Define Wholesaling.	
<b>Q.2</b>	(a) Define "Marketing Research". Give Examples of decision areas in which Marketing Research becomes helpful.	<b>07</b>
	(b) Define "Marketing Plan". What are the contents of a marketing plan?	<b>07</b>
	<b>OR</b>	
	(b) What are the various aspects of marketing that you need to adapt while going to global markets? Give necessary examples to support your claims.	<b>07</b>
<b>Q.3</b>	(a) "Building a strong brand pays in the long run". – Explain this in the light of your learning of branding concepts.	<b>07</b>
	(b) As a Market Leader in the industry, what various competitive strategies will you adopt to protect your position?	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain with examples any three (3) secondary sources of building brand associations.	<b>07</b>
	(b) Explain in detail Events and Experiences as a marketing communication platform for any brand. Take necessary examples.	<b>07</b>
<b>Q.4</b>	(a) "Social Media Marketing and Mobile Marketing are the future of marketing". – Elaborate.	<b>07</b>
	(b) Detail out the 'Personal Selling Process'.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Explain some popular retail formats that have come up in the recent past.	<b>07</b>
	(b) "Efficient Supply Chain Systems can be a major source of competitive advantage for a company". – Explain.	<b>07</b>

**Q.5 CASE STUDY:****14**

India's wellness industry has evolved over the years, from being focused on traditional medicine and preventive practices such as Ayurveda, Naturopathy and Siddha to a more multi-dimensional concept of physical, mental and emotional well-being. In the Financial Year (FY) 2015, the wellness industry in India was valued at USD 13 billion. With a spike in health risks and growing need for quality healthcare, the sector is poised to grow at a Compound Annual Growth Rate (CAGR) of nearly 12% for the next five years and reach USD 23 billion by 2020.

Government's consistent efforts to promote wellness have led to a resurgence of interest in traditional medicinal and health practices. In November 2014, the Department of Indian system of medicine and homoeopathy (ISM&H) was elevated to an independent ministry, AYUSH (Ayurveda, Yoga, Unani, Siddha and Homoeopathy). Ayurveda is the most predominant of all forms and is widely recognized for its holistic approach to tackle health issues. With its wealth of 6,000-7,000 medicinal plants, India is the second-largest exporter of Ayurvedic and herbal products in the world.

The wellness industry is being driven further by a range of factors including India's young population, rising disposable incomes and an increase in the occurrence of both communicable and non-communicable diseases. Strong economic growth in the last few years has resulted in a transition in dietary habits, which has led to a steep rise in lifestyle-related ailments. According to a report released by the Confederation of Indian Industry (CII), one in four Indians is likely to die of non-communicable diseases by the age of 70. Never before have Indians been more conscious about how fit they are and how they look. Changing lifestyle patterns and nutritional status have been contributing to bringing the wellness industry to the forefront. Rapid urbanization is further fuelling this trend. India's urban population, as per census 2011 was 31.16% growing at a CAGR of 1.2%. Urban infrastructure is being re-vamped with the government planning smart cities. All these factors together are shaping the future of wellness industry in India.

Currently, the industry comprises a range of segments –alternative medicine, healthy eating and nutrition, preventive and personalized health, workplace wellness, yoga and fitness. To be more precise, the key sub-segments in the sector are beauty care and nutritional care which constitute the maximum industry share at the moment and this is likely to continue to be the scenario in 2020. Fitness centers and Alternative Therapies are catching up and Rejuvenation too constitutes a small share in the market. With significant scope for penetration in areas like nutrition, rejuvenation and fitness, the Indian wellness market is a huge business opportunity waiting to be harnessed.

Slowly and gradually Indians are becoming health conscious. Adopting natural and ayurvedic treatment in case of diseases and health issues as well as adopting a healthy lifestyle has become the focus. Considering the potential that this market provides, Mr. Aman Sheth, a venture capitalist, is planning to open a chain of naturopathy wellness centres across India. Mr. Aman Sheth appoints you as a consultant to advise him on how he should go about starting this business, which is primarily a service. Advise him on the following issues.

**Questions:**

- A. What will be the target market for the wellness centre? Describe the basic demography of the target market.
- B. How to convince the customers about your wellness centre being the best option available to them, especially when, what you offer is purely intangible?

**OR**

- A. On repeated visits, customers may visit the same centre again or they may visit a different centre. How to ensure that he gets the same service level every time?
- B. What are the various service quality parameters to take care of while conducting the business?

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