

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

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA SEMESTER 2 – EXAMINATION– WINTER 2018**

**Subject Code: 3529204****Date: 29/12/2018****Subject Name: ADVANCE MARKETING MANAGEMENT****Time: 02:30pm To 05:30pm****Total Marks: 70****Instructions:**

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

**Q.1** Explain the following terms:**14**

- 1) Convenience Product
- 2) Delphi technique
- 3) CPV
- 4) Mark up Pricing
- 5) Percentage Value Pricing
- 6) Product Assortment
- 7) VMS

**Q.2 A** Discuss various steps of DSS.**07****Q.2 B** What is Brand Positioning? How to develop Brand Positioning?**07****OR****Q.2 B** Provider - client interaction is special features of service marketing- justify it with Gap model of service Quality.**07****Q.3 A** What are different PLC strategies for marketing strategies**07****Q.3 B** As a Marketing manager if you want to start your business outside your nation what are the different criteria to enter into foreign market.**07****OR****Q.3 A** Explain Recent Trends of Wholesaling in India.**07****Q.3 B** "Retail as an Employment Generator in India"- Discuss.**07**

**Q.4 A** Explain In details about developing Marketing Strategies and Plan. **07**

**Q.4 B** What are the Trends and Development in marketplace in India? **07**

**OR**

**Q.4 A.** Write note on: Social media marketing. **07**

**Q.4 B** Discuss importance of Integrated Marketing Communication. **07**

**Q.5 Case Study.** **14**

Healthy foods, is a regional manufacturer of milk based health drinks. The company was planning to expand and had recruited an experienced marketing manager to achieve this goal.

Mr. Amit, the new marketing manager found that HEALTHY FOODS had not executed its marketing programs in systematic way. He felt it was necessary to identify the right segments.

### Questions

- A. What is the possible segmentation approach that Amit can adopt?
- B. Why Amit adopted the segmentation?

**OR**

- A. How to develop the marketing mix for this segmentation.
- B. Select one segmentations among above case.