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Sardar Patel University MBA Second Semester Examinations, April 2008 Wednesday, 30.4.2008 11.00 am to 2.00 pm Marketing Management - CC 113

Maximum Marks 60

Attempt all questions Equal Weightage

- Q.1 With the help of some suitable examples discuss the three generic growth strategies (intensive growth, integrative growth and diversification growth).
- Q.2 Define segmentation, targeting and positioning. What positioning strategy you would suggest to Tata Motors for their soon to be launched Rs one Lakh small car?
- (a) With the help of some suitable example, discuss various steps involved in the process of buying a high involvement product.
- (b) Discuss the cost based pricing methods in brief. Cost based pricing is more suitable for what kind of products?
- (a) What is concept testing? How would you test the concept of a two seated battery operated car to be designed for the urban market in India?
- (b) What factors need to be considered while designing a marketing channel for consumer goods?
- (a) Discuss various types of communication appeals in brief. Give at least one real life example of rational, fear and moral appeals.
- (b) What major considerations are involved in planning a Sales Promotion Programme?