

(8)

Sardar Patel University
MBA Second Semester Examinations, April 2008
Wednesday, 30.4.2008
11.00 am to 2.00 pm
Marketing Management - CC 111

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?
- Q.3
- (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?
- Q.4
- (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?
- Q.5
- (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?
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