

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: MB02000021

Date: 04-06-2025

Subject Name: Functions of Management-1

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.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Define Market Segmentation with example.	
(b) Expatriate Pay	
(c) 5 M's of Advertising	
(d) Performance Appraisal	
(e) Product Hierarchy: Classification from basic needs to specific items.	
(f) Features of Direct Marketing	
(g) Compensation	
Q.2 (a) Explain the concept of STP (Segmentation, Targeting, Positioning) in marketing.	07
(b) Analyze the differentiation between consumer markets and business markets.	07
OR	
(b) Discuss the psychological factors influencing consumer buying behavior with examples.	07
Q.3 (a) What are the major tools of recruitment and their industry relevance?	07
(b) Describe the process of Human Resource Planning and factors affecting it	07
OR	
(a) Explain various sources and policies involved in recruitment.	07
(b) Discuss the significance and methods of Management Development	07
Q.4 (a) Explain the strategic approach to compensation in HRM	07
(b) What are the statutory and non-statutory employee welfare facilities?	07
OR	
(a) What are the different methods of performance evaluation in organizations?	07
(b) Define Social Security. Describe Social Security Schemes in India.	07

Q.5

Case:

XYZ Ltd., a mid-sized manufacturing company, recently launched a new line of eco-friendly cleaning products. Despite investing in digital marketing campaigns, the products failed to gain traction in the market. After a market research survey, they found that the target customers were not clearly defined, and pricing was inconsistent across channels. Moreover, their HR department is facing high attrition due to dissatisfaction with the current reward system and lack of training programs.

- (a)** Identify the flaws in XYZ Ltd.'s marketing strategy and suggest appropriate STP strategies. **07**
- (b)** Propose a training and development plan to address the HR challenges faced by XYZ Ltd. **07**

OR

- (a)** What pricing and positioning changes would you recommend for XYZ Ltd.? **07**
- (b)** Discuss how a strategic compensation approach could reduce attrition at XYZ Ltd. **07**
