

Enrollment No./Seat No.:

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

Subject Code: MB02000021

Date: 19-01-2026

Subject Name: Functions of Management-1

Time: 02:30 PM TO 05:30 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 marketing management.	
(b) State any two factors affecting consumer buying behaviour	
(c) Define Market Segmentation	
(d) State any two sources of Recruitment.	
(e) Explain Performance Appraisal	
(f) Mention any two statutory welfare facilities under the Factories Act, 1948.	
(g) Define Positioning	
Q.2 (a) Explain the updated marketing mix and discuss its relevance in today's competitive environment.	07
(b) Describe the bases of consumer market segmentation with suitable examples.	07
OR	
(b) A retail apparel brand operating in Gujarat plans to launch a new range of eco-friendly casual wear. The company has limited marketing resources and wants to focus only on the most profitable customer group. As a marketing manager: Suggest a target segment and justify your choice. and Propose a suitable positioning statement for the brand.	07
Q.3 (a) What are the major tools of recruitment and their industry relevance?	07
(b) Discuss the significance and methods of Management Development	07
OR	
(a) Distinguish between business markets and consumer markets.	07

- (b) Explain the process of targeting and positioning. How do POP and POD help in brand positioning? 07

Q.4 (a) Explain the strategic approach to compensation in HRM 07

- (b) Define Social Security. Describe Social Security Schemes in India. 07

OR

- (a) Discuss the role and importance of marketing channels in delivering customer value. 07

- (b) Explain the elements of marketing communication mix with reference to advertising and sales promotion 07

Q.5 A mid-sized FMCG company operating in the Indian market is experiencing a decline in market share due to intense competition from national and private labels, rapid changes in consumer preferences towards value, health and sustainability, and increased availability of substitute products.

At the same time, the Human Resource department is facing high employee turnover, especially among sales and frontline staff, along with low employee motivation and engagement, which is affecting productivity and service quality.

As a management consultant, you are asked to analyse the situation and suggest suitable marketing and HR strategies.

- (a) Identify and explain the key market changes affecting the FMCG company. 07

- (b) Suggest appropriate segmentation and targeting strategies to regain market share. 07

OR

- (a) Propose a suitable positioning strategy for the company's products in the current competitive environment. 07

- (b) Recommend HR practices related to recruitment, training and compensation to improve employee retention and motivation. 07
