

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. Sem. - V - Examination – June- 2011

Subject code: 151502

Subject Name: Advertising, Sales & Distribution Management

Date: 24/06/2011

Total Marks: 70 Time: 10:30 am – 01:00 pm

Instructions:

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

- Q.1** (a) Discuss why accurate market identification is crucial success- 07
indicator in any business.
- (b) “One can sell any type of product through good advertising” – 07
Comment.
- Q.2** (a) Write note on ‘Necessity for channels of distribution’. 07
- (b) Discuss impact of social marketing on society 07
- OR**
- (b) What are the steps to arrive at the marketing decision ? 07
- Q.3** (a) What are the factors which affect the consumer behaviour ? 07
- (b) Explain the basis for segmenting consumer markets selecting a 07
particular product.
- OR**
- Q.3** (a) Why marketing research is required ? Discuss the factors responsible 07
for its rapid growth in modern times.
- (b) “Packaging helps to stimulate sales” – Explain with suitable 07
illustrations.
- Q.4** (a) Discuss strength & weaknesses of the following advertising media : 07
Newspapers, T.V. & Internet.
- (b) If you are a Sales Manager, how would you plan a sales promotion 07
campaign for your product ?
- OR**
- Q.4** (a) How would you measure effectiveness of advertising ? 07
- (b) Discuss penetration approach in pricing a new product, using an 07
example.
- Q.5** (a) Describe various functions of intermediaries in the process of 07
marketing of goods.
- (b) Explain the different methods to determine ‘sales force size’. 07
- OR**
- Q.5** (a) Write note on : Difficulties faced by a marketer in the competitive 07
world.
- (b) Discuss major bases of performance evaluation for basic channels of 07
distribution.
