

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-indicator in any business. **07**
- (b)** “One can sell any type of product through good advertising” – Comment. **07**

- 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 particular product. **07**

OR

- Q.3 (a)** Why marketing research is required ? Discuss the factors responsible for its rapid growth in modern times. **07**
- (b)** “Packaging helps to stimulate sales” – Explain with suitable illustrations. **07**

- Q.4 (a)** Discuss strength & weaknesses of the following advertising media : Newspapers, T.V. & Internet. **07**
- (b)** If you are a Sales Manager, how would you plan a sales promotion campaign for your product ? **07**

OR

- Q.4 (a)** How would you measure effectiveness of advertising ? **07**
- (b)** Discuss penetration approach in pricing a new product, using an example. **07**

- Q.5 (a)** Describe various functions of intermediaries in the process of marketing of goods. **07**
- (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 world. **07**
- (b)** Discuss major bases of performance evaluation for basic channels of distribution. **07**
