Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E. Sem-Vth Examination December 2010

Subject code: 151502

Subject Name: Advertising, Sales & Distribution Management

Date: 16 /12 /2010 **Time: 03.00 pm - 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.**

Q.1	**(a)**	"Make what you can sell instead of trying to sell what you can make." – Explain the statement.	**07**
	(b)	Discuss the qualities which a marketing executive must possess. In which area he/she must be expert ?	**07**
Q.2	**(a)**	Suggest a suitable market segmentation strategy for the manufacturer of bicycle.	**07**
	(b)	Describe the procedure to build up a model for making marketing decision.	**07**
		OR	
	(b)	Discuss the external forces that have considerable influence on any organization's marketing system.	**07**
Q.3	**(a)**	How will you arrive at the decision of buying a 'Laptop computer'? Explain the sets involved in arriving at the decision.	**07**
	(b)	"Marketing research always involves unnecessary expenditure in a country like India" – comment the statement.	**07**
		OR	
Q.3	**(a)**	What situational influence might affect a family's choice of a hotel in a strange town while on a vacation.	**07**
	(b)	Why is price an important variable in the marketing mix ? Discuss the pricing objectives.	**07**
Q.4	**(a)**	What is the difference between personal selling, advertising and sales promotion ?	**07**
	(b)	Describe in detail the advertisement you like the most keeping in mind its importance from marketing point of view.	**07**
		OR	
Q.4	**(a)**	What are the characteristics of a good brand name? In the light of these characteristics evaluate any popular brand for: (i) Milk Products and (ii) Watches	**07**
	(b)	Discuss the scope and challenges faced by the organized retailing in India.	**07**
Q.5	**(a)**	What do you understand by channels of distribution? What channels will you select for marketing the following products: (i) Solar water heater and (ii) Hair oil State reasons to justify your answer.	**07**
	(b)	Write note on : Channel communication and information systems.	**07**
		OR	
Q.5	**(a)**	Discuss various methods used to train the sales man.	**07**
	(b)	How can you evaluate the performance of channel members?	**07**

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