Seat No.: _____ **Enrolment No._____**

GUJARAT TECHNOLOGICAL UNIVERSITY

BE SEM-V Examination-Nov/Dec.-2011

Subject code: 151502 **Date: 26/11/2011**

Subject Name: Advertising, Sales and Distribution Management

Time: 2.30 pm -5.00 pm

Total marks: 70

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Support your answers with examples/illustrations**
5. **Support your write up with charts, diagrams etc.**

Q.1	**(a)**	Discuss basis of sales force design in any organization. What are the merits and demerits of alternative designs ?	**07**
	(b)	Explain market positioning of a product.	**07**
Q.2	**(a)**	Discuss Decision on media in advertising.	**07**
	(b)	Explain How a wholesaler is a necessary evil in a distribution system.	**07**
		OR	
	(b)	Explain Product diversification by companies.	**07**
Q.3	**(a)**	Market coverage can be accomplished through : (I) intensive (II) selective or (III) exclusive distribution. Define each of these and discuss their key advantages and disadvantages ?	**07**
	(b)	Explain the concept of marketing mix and describe the various factors that determine it.	**07**
		OR	
Q.3	**(a)**	Write note on 'Marketing of your Institute'(Engg. College).	**07**
	(b)	Explain 'Penetration' and 'skimming' price.	**07**
Q.4	**(a)**	Explain 'Test marketing'.	**07**
	(b)	'People do not buy a product but they buy benefits' – Explain.	**07**
		OR	
Q.4	**(a)**	What is market segmentation ? Why it is necessary ? Also explain criteria for successful market segmentation.	**07**
	(b)	What are the characteristics of a good brand name ?	**07**
Q.5	**(a)**	"You can eliminate middlemen but you can not eliminate their functions" – Discuss.	**07**
	(b)	Write note on 'Modern trends in packaging'.	**07**
		OR	
Q.5	**(a)**	"Advertising brings long term benefits but sales promotion is for quicker results" – Explain.	**07**
	(b)	Explain uses of sales forecasting.	**07**

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