

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V (OLD) - EXAMINATION – SUMMER 2017****Subject Code: 151502****Date: 01/05/2017****Subject Name: Advertising, Sales and Distribution Management****Time: 02:30 PM to 05:00 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) What do you understand by marketing? Describe how the latest concept of marketing came in to the existence. **07**
- (b) “Make what you can sell instead of trying to sell what you can make.” – Explain the statement. **07**
- Q.2** (a) Discuss the external forces that have considerable influence on any organization’s marketing system. **07**
- (b) “Marketing research always involves unnecessary expenditure in a country like India” – comment the statement. **07**
- OR**
- (b) Marketing manager should see things before it actually happens. Discuss. **07**
- Q.3** (a) What is market segmentation? Discuss various bases for segmenting consumer market. **07**
- (b) What are the 4Ps (i.e. Marketing mix tools) and what role they play in modern marketing management? **07**
- OR**
- Q.3** (a) Explain the terms product item, product line and product mix with appropriate examples. **07**
- (b) Explain different product mix pricing strategies. **07**
- Q.4** (a) What are the factors you take into account while deciding the promotion mix for your product ? Explain briefly. **07**
- (b) Why channels of distribution are needed? What channels of distribution would you recommend for marketing an engineering product? **07**
- OR**
- Q.4** (a) What is advertising? Explain in brief major decisions which advertising manager has to take. **07**
- (b) What are the characteristic of good brand name? **07**
- Q.5** (a) “You can eliminate middlemen but you can not eliminate their function” – Discuss. **07**
- (b) Explain ‘Test marketing’. **07**
- OR**
- Q.5** (a) Write note on : Channel communication and information systems. **07**
- (b) Write a short note on ‘Green marketing’. **07**
