Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

		BE - SEMESTER-V (OLD) - EXAMINATION - SUMMER 2017	
Sı	ıbjec	et Code: 151504 Date: 15/05/2	017
Sı	ıbjec	et Name: Marketing Management (Institute Elective - II)	
Ti	ime:	02:30 PM to 05:00 PM Total Marks	: 70
In	struct	ions:	
		Attempt all questions.	
	2. 3.	Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	Define marketing. Discuss importance of Market Research	07
	(b)	Write short note: Basic functions of marketing.	07
Q.2	(a)	Give your opinion – "Marketing Research is an aid to effective marketing decision"	07
	(b)	Explain following terms:	07
		i. Sales Promotion	
		ii. Internet Advertising	
	(1.)	OR	0=
	(b)	A family consists of a husband, a wife and two children, one of them wanted to buy an 'Iphone 7'. Explain how the purchasing decision will be made.	07
Q.3	(a)	Explain major approaches to pricing any product.	07
	(b)	Discuss: Product life cycle.	07
Q.3	(a)	OR Which marketing strategies are suitable for a marketing manager at each stages	07
Ų.S	(a)	of product life cycle?	07
	(b)	How do you classify the industrial products?	07
0.4	` '		07
Q.4	(a) (b)	What is product diversification? Why do companies diversify? How people Reacts to competitors price change.	07
	(0)	OR	07
Q.4	(a)	Write note: Advertizing agencies and media decision.	07
	(b)	Discuss various methods used to train the sales man.	07
0.5	(a)	Differentiate retail v/s International marketing.	07
Q.5	(a) (b)	Explain marketing audit.	07
	(0)	OR	07
Q.5	(a)	What is a brand? Explain the importance of branding and necessity of having a	07
٧.٠	()	good brand name?	•
	(b)	How to measure effectiveness of advertising? Discuss effectiveness measured in societal marketing.	07
