

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-V (NEW) - EXAMINATION – SUMMER 2017****Subject Code: 2151502****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.

		<b>MARKS</b>
<b>Q.1</b>	<b>Short Questions</b>	<b>14</b>
	1 What is marketing?	
	2 What is market segmentation?	
	3 List of various sales-promotion activities of engineering	
	4 What is PLC?	
	5 Give two examples of the product mix.	
	6 Write any one function of marketing.	
	7 Mention any one object of branding.	
	8 What is personal selling?	
	9 What is branding?	
	10 What do you mean by channels of distribution?	
	11 Write any one type of advertising media.	
	12 State any two objectives of advertisement.	
	13 Write any one of the indirect channel of distribution.	
	14 Write any one type of salesman.	
<b>Q.2</b>	(a) What are the characteristics of a good brand name?	<b>03</b>
	(b) Explain the basic functions of marketing?	<b>04</b>
	(c) Explain Objectives, Cost and Competition as factors determining the price of a product.	<b>07</b>
	<b>OR</b>	
	(c) Write note on 'Modern trends in packaging'.	<b>07</b>
<b>Q.3</b>	(a) Discuss uses of sales forecasting.	<b>03</b>
	(b) Why is price an important variable in the marketing mix?	<b>04</b>
	(c) Write note on role of cost in advertisement.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Discuss the meaning of sales-force design.	<b>03</b>
	(b) Differentiate vertical marketing and direct marketing.	<b>04</b>
	(c) Discuss determination of a product mix. Take a case of ready-made clothing.	<b>07</b>
<b>Q.4</b>	(a) How would you measure effectiveness of advertising?	<b>03</b>
	(b) How will you arrive at the decision of buying a Tablet PC?	<b>04</b>
	(c) Discuss the method of performance evaluation of a sales representative.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Discuss market positioning of a product.	<b>03</b>
	(b) Discuss identification and selection of market.	<b>04</b>
	(c) Explain Product diversification by companies.	<b>07</b>
<b>Q.5</b>	(a) Discuss pricing strategies.	<b>03</b>
	(b) What are the steps to arrive at the marketing decision?	<b>04</b>
	(c) What role does marketing play in society?	<b>07</b>

**OR**

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|------------|-----|-------------------------------------|-----------|
| <b>Q.5</b> | (a) | Why marketing research is required? | <b>03</b> |
|            | (b) | Write note on Test marketing.       | <b>04</b> |
|            | (c) | Write note on market segmentation.  | <b>07</b> |

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