

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-V • EXAMINATION – SUMMER 2013

Subject Code: 151504**Date: 23-05-2013****Subject Name: Marketing Management****Time: 10.30 am - 01.00 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) Define 'Marketing'. Explain how Marketing concept differs from Selling concept. **07**

(b) "Social marketing is one of the recent innovations in modern marketing" – Explain. **07**

Q.2 (a) Explain the concept of 'Marketing mix' and describe various factors that determine it. **07**

(b) Explain determinants of consumer behaviour in brief. Also explain why marketers concentrate on youth. **07**

OR

(b) Why markets need to be segmented? Also explain the basis on which markets are segmented. **07**

Q.3 (a) "Marketing Research is an aid to effective marketing decision" – Discuss. **07**

(b) Write note on : Forces influencing new product development. **07**

OR

Q.3 (a) A family consists of a husband, a wife and two children, wanted to buy a 'Washing machine'. Explain how the purchasing decision will be made. **07**

(b) Comment on the best advertisement you have seen on T.V. **07**

Q.4 (a) How does good packaging enhance the marketability of a product? **07**

(b) What is a brand? Explain the importance of branding. What are the essentials of a good brand name? **07**

OR

Q.4 (a) What is product diversification? Why do companies diversify? **07**

Q.4 (b) Write note on : 'Reacting to competitors price change'. **07**

Q.5 (a) Explain 'Product life cycle concept' w.r.t. marketing. **07**

(b) Describe the role of wholesalers and retailers. **07**

OR

Q.5 (a) Discuss marketing audit. **07**

(b) Discuss various methods used to train the sales man. **07**
