

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 needs 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 essential 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**
