

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE – SEMESTER V • EXAMINATION – SUMMER 2014**

**Subject Code: 1515104**

**Date: 24-06-2014**

**Subject Name: Marketing Management**

**Time: 10:30 am to 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) Explain the role of marketing manager. **07**  
(b) Write down holistic marketing definition. Explain 4P's of Marketing. **07**
- Q.2** (a) Write down meaning and definition of marketing research. What are objectives of marketing research? **07**  
(b) Write a note on consumer behavior toward product purchasing on E commerce site. **07**
- OR**
- (b) Write down the importance of packing. What are the factors to be considering while design the package of laptop. **07**
- Q.3** (a) Explain the various methods of pricing a new product. **07**  
(b) Explain the product life cycle in depth. **07**
- OR**
- Q.3** (a) How will you set up initial price of product in E-commerce business? **07**  
(b) Discussing factors to consideration in developing new product. **07**
- Q.4** (a) Explain the terms advertising and sales promotions. Write down difference between them. **07**  
(b) Explain the role of consumer research in making decision in advertising. **07**
- OR**
- Q.4** (a) Explain the product mix with examples of Hindustan Unilever products. **07**  
(b) Explain the 0 level, 1 level and 2 levels of channels in distributions with proper example. **07**
- Q.5** (a) Discuss various methods of determining sales force size in brief. **07**  
(b) What is wholesaling? Explain functions of wholesalers and major wholesaler types. **07**
- OR**
- Q.5** (a) Write a short note on external and internal audit. **07**  
(b) What is Global marketing? Write down advantages and disadvantages of global marketing. **07**

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