Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V • EXAMINATION – SUMMER • 2015

Subject Code: 151502 **Date: 11/05/2015**

Subject Name: Advertising, Sales and Distribution Management

Time: 02.30pm-05.00pm **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)**	"Marketing is about creating new demand, and not only about satisfying existing demand".. Criticize.	**07**
	(b)	Person having a feel of current trends could become successful marketing personnel. Discuss.	**07**
Q.2	**(a)**	Discuss identification and selection of market. Discuss taking an example of setting up a CNG Gas station.	**07**
	(b)	Marketing manager should see things before it actually happens. Discuss	**07**
		OR	
	(b)	Discuss consumer behavior, and describe how it is influenced by festival offers. Give an example of Electronic products.	**07**
Q.3	**(a)**	Describe the procedure to build up a model for making marketing decision.	**07**
	(b)	How will you arrive at the decision of buying a smart phone? Explain the steps involved in decision-making.	**07**
		OR	
Q.3	**(a)**	Discuss determination of a product mix. Take a case of marketing sweets during a festive season.	**07**
	(b)	Discuss screening considerations in developing a new marketing strategy.	**07**
Q.4	**(a)**	Discuss pricing strategies. Discuss characteristics of pricing decision in case of a new SUV.	**07**
	(b)	How would you measure effectiveness of advertising? Discuss effectiveness as measured in enrolling youth as voters for electoral roll.	**07**
		OR	
Q.4	**(a)**	Discuss the meaning of sales-force design. Discuss importance of right size of sales force, taking an example of a mall.	**07**
Q.4	**(b)**	Discuss basic channels of distribution. Consider cold drink distribution as an example.	**07**
Q.5	**(a)**	Discuss the scope and challenges faced by the organized retailing in India.	**07**
	(b)	Discuss measures to evaluate distribution channel's performance.	**07**
		OR	
Q.5	**(a)**	Discuss various sales-promotion activities of conceptual marketing. How does it differ from a consumer product. Explain with example.	**07**
	(b)	Discuss assessment of impact of advertisement. Take an example of a life insurance policy campaigning.	**07**

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