Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V • EXAMINATION – SUMMER • 2015

Subject Code: 151504 **Date: 15/05/2015**

Subject Name: Marketing 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)**	What are different marketing concepts? Explain them.	**07**
	(b)	Explain marketing model for decision making.	**07**
Q.2	**(a)**	What are the sources of information for marketing research?	**07**
	(b)	Explain the importance of accuracy of data in marketing research.	**07**
		OR	
	(b)	Explain the product mix with example.	**07**
Q.3	**(a)**	What is PLC? Explain how PLC varies with different products.	**07**
	(b)	Explain the pricing strategy prevalent in market.	**07**
		OR	
Q.3	**(a)**	What parameters of product designing are considered for product packaging?	**07**
	(b)	Differentiate advertising and promotion.	**07**
Q.4	**(a)**	How is the effectiveness of advertisement measured?	**07**
	(b)	How marketing of industrial differs from consumer product?	**07**
		OR	
Q.4	**(a)**	Explain different channels of product distribution with examples.	**07**
	(b)	Explain the role of consumer behavior in marketing.	**07**
Q.5		Write note on any two :	**14**

1. International marketing.
2. Role of marketing manager.
3. Branding.
4. Marketing Audit.

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