Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BE- Vth SEMESTER-EXAMINATION - MAY/JUNE - 2012

Subject code: 151504 Date: 07/06/2012 **Subject Name: Marketing Management** Time: 02:30 pm - 05:00 pm**Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 (a) Define marketing. Discuss importance of marketing for society and 07 **(b)** Write short note: Basic functions of marketing. 07 **Q.2** (a) Explain how consumer behavior affects market of any organization 07 with example. **(b)** Write note: Importance of market Research **07 (b)** With example, how will you do market research for any industry? 07 0.3 (a) What is product planning? How it is to be carried out? 07 **(b)** Write note: Product life cycle. 07 OR Q.3 (a) Explain with example, packaging factors to be considered for packaging design. **(b)** Write note: The role of marketing managers. **07** What are the main difficulties faced by any industry to price its 07 0.4 (a) products? Discuss various pricing methods to fix up sales price of any product. **(b)** Which is the best method? Why? (a) Explain major approaches to pricing any product. 0.4 07 (b) Discuss the method of pricing to fix up sales price of cement **07** manufacturing unit. (a) Define advertizing. What factors will you considered for making an Q.5 07 excellent advertize for Washing powder? **(b)** Write note: Advertizing agencies and media decision. 07 (a) Differentiate retail v/s International marketing. 0.5 07 What is channel of distribution? Suggest channel of distribution to 07 **(b)** supply CEMENT to retailer for M/S PNG (P) Ltd., MORBI(GUJARAT)
