Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BE / BHMCT – SEMESTER V – EXAMINATION – SUMMER 2016

Subject Code: 153305			Date: 25/11/2016	
Ti	-	Attempt all questions. Make suitable assumptions wherever necessary.	70	
Q.1	(a) (b)	Discuss in detail about Marketing Management. What is the difference between product marketing and service marketing?	07 07	
Q.2	(a) (b)	How to develop a pricing strategy? Difference between Service Marketing Mix and Product Marketing Mix. OR	07 07	
	(b)	What is the importance of managing logistics and physical distribution?	07	
Q.3	(a) (b)	What is branding decisions? State its advantages in detail. Describe the meaning of Advertisement and Medium of Advertisements. OR	07 07	
Q.3	(a) (b)	What is meant by buyer's behavior? How are marketing decisions affected by it? What is product life cycle? Discuss giving practical example.	07	
Q.4	(a) (b)	Explain in detail the concept of Direct marketing. Discuss the various service industries in India. OR	07 07	
Q.4	(a) (b)	What is demand forecasting for a product? What is CRM (Customer Relationship Management)?	07 07	
Q.5	(a) (b)	What is Competition Analysis? What is E-marketing? OR	07 07	
Q.5	(a) (b)	What is the role of technology in marketing? How to market the services internationally?	07 07	
