Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE – SEMESTER V • EXAMINATION – WINTER - 2012

Subject code: 151502 Date: 17-01-2013

Subject Name: Advertising, sales and Distribution Management

Time: 02:30 pm to 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.**

Q.1	**(a)**	"Marketing is selling what you make, irrespective of existing actual demand". Criticize.	**07**
	(b)	What are the desirable traits of a marketing personnel? Discuss influence of knowledge of current trends.	**07**
Q.2	**(a)**	Discuss identification and selection of market. Discuss taking an example of setting up a hospital.	**07**
	(b)	Discuss: Role of a marketing manager is proactive rather than reactive.	**07**
		OR	
	(b)	Discuss consumer behavior, and describe how it is affected during festive season, and the reasons thereof.	**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 Tablet PC? Explain the steps involved in decision-making.	**07**
		OR	
Q.3	**(a)**	Discuss determination of a product mix. Take a case of ready-made clothing..	**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 new product launch.	**07**
	(b)	How would you measure effectiveness of advertising? Discuss effectiveness as measured in health-related products.	**07**
		OR	
Q.4	**(a)**	Discuss the meaning of sales-force design. Discuss importance of right size of sales force, taking an example of petrol pump.	**07**
Q.4	**(b)**	Discuss basic channels of distribution. Consider milk 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 engineering products. How does it differ from a consumer product. Explain with example.	**07**
	(b)	Discuss assessment of impact of advertisement. Take an example of any consumer product.	**07**

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