Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE – SEMESTER V • EXAMINATION – WINTER - 2012

Date: 23-01-2013 Subject code: 151504 **Subject Name: Marketing 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 "Marketing is War"- Do you agree? Discuss the statement by explaining role of 07 (a) a marketing manager in today's highly competitive environment. **(b)** Explain the marketing mix with practical examples. 07 **Q.2** (a) What is Marketing Research? What is the importance of a marketing research 07 before designing the marketing strategy? **(b)** Write a short note on consumer's behaviour towards products or services. 07 (b) What do you mean by Market Segmentation? Discuss the various bases for **07** segmenting business market. **Q.3** (a) Which marketing strategies are suitable for a marketing manager at each stages 07 of product life cycle? **(b)** Discuss major stages for developing a new product in the market. 07 OR (a) Packaging is considered 5th P of marketing. Discuss various factors to be Q.3 07 considered for product packaging. (b) Explain product item, product line, and product mix and product line-extension 07 with respect to bathing shop category. **Q.4** (a) How can a firm determine the prices for its products? Discuss the various 07 methods for pricing. **(b)** Explain the importance of budgeting in advertising decision. 07 (a) In the developing nation like India, price is the most important factor for the 0.4 07 purchase decision. Why? Discuss it with the objectives of pricing. **(b)** Explain any three of the following terms: **07** i. Advertising ii. Sales Promotion iii. Viral Marketing iv. Internet Advertising Q.5(a) Explain the basic channels of distribution with examples. 07 **(b)** Write a short note on Marketing Audit. 07 Q.5 (a) How can you classify the industrial products? 07 **(b)** Discuss international marketing in brevity. 07
