GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V • EXAMINATION - WINTER 2013

Subject Code: 151502 Date: 04-12-2013				3
Subject Name: Advertising, Sales and Distribution Management				
Time: 10.30 am - 01.00 pm Total Marks: 70				
Instructions: 1. Attempt all questions.				
	 Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 			
Q.1	((a)	Discuss the concept of marketing. How is marketing orientation relevant to business?	07
	((b)	"Marketing executive always faces challenges" – Explain.	07
Q.2		(a) (b)	What are the steps to arrive at the marketing decision? Effectiveness in serving the customer is paramount for the survival of the business Comment.	07 07
			OR	
	((b)	It is always better to hire a professional marketing research firm rather than engaging one's own staff for this purpose. Comment.	07
Q.3	((a)	What is market segmentation? Discuss various bases on which a 'Footwear' manufacturing firm may subdivide its market.	07
	((b)	Suppose you have invented a device for killing mosquitoes. Suggest two ways to promote it in the market.	07
Q.3	((a)	**The effectiveness of its marketing efforts will depend upon the	07
Q.S	,	(a)	decisions made in 4 P's area & their combination". – Explain.	U7
	((b)	Suppose you are advertising manager of organization manufacturing 'Electric bike'. Which media will you choose to advertise your product and why?	07
Q.4	((a)	Explain Objectives, Cost and Competition as factors determining the price of a Product.	07
	((b)	Explain the role of culture, social class and reference groups in influencing the decision making process of a consumer. OR	07
Q.4	((a)	What is a brand? Examine the importance of branding. What are the essentials	07
Q.4	((b)	of a good brand name? Discuss the method of performance evaluation of a sales representative.	07
Q.5		(a) (b)	State the critical success factors for making distribution strategy effective. Why channels of distribution are needed? What channels of distribution would you recommend for marketing: (i) Kitchen appliances (ii) Ceramic floor tiles	07 07
Q.5	((a)	OR How can informal communication among various departments in an	07
Ų.S	,	(a <i>)</i>	organization facilitate the marketing function?	07
	((b)	Write note on 'Direct marketing'. Quote appropriate example.	07
