Seat No.:	Enrolment No.
-----------	---------------

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V • EXAMINATION - WINTER 2013

Subject Code: 151504 Subject Name: Marketing Management Time: 10.30 am - 01.00 pm Instructions:			Date: 09-12-2013 Total Marks: 70	
		8		
	2. M	ttempt all questions. Take suitable assumptions wherever necessary. gures to the right indicate full marks.		
Q.1	(a)	• • • • •	07	
	(b)	management process. What is market segmentation? Discuss various bases for segmenting consumer market.	07	
Q.2	(a)	What is marketing mix? Explain how it helps in determining the marketing strategy.	07	
	(b)		07	
	(b)	Explain the characteristics of culture and the influence of the culture on consumer decision making process.	07	
Q.3	(a) (b)	Discuss the usefulness of marketing research in understanding customers and competitors.	07 07	
Q.3	(a)	OR How crucial is product mix for profit optimization? Discuss by taking	07	
Q.S	(b)	example of 'Mobile operator companies'.	07	
Q.4	(a) (b)	1 1	07 07	
Q.4	(a)	A TMT Steel bar manufacturing company wants to promote its sales in the market. Suggest any three sales Promotion techniques for the	07	
Q.4	(b)	purpose. How does good packaging enhance the marketability of a product?	07	
Q.5	(a)	What does physical distribution mean? Explain four important decision areas in management of physical distribution.	07	
	(b)		07	
Q.5	(a) (b)	Distinguish between national and international marketing.	07 07	
