Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

B. HMCT – SEMESTER – V • EXAMINATION – WINTER 2013			
Su	bject	Code: 153305 Date: 09-12-2013	
	U	Name: Marketing Management	
	•	0.30 am - 01.00 pm Total Marks: 70	
	tructio	•	
	1.	Attempt all questions.	
	2.	ı v	
	3.	Figures to the right indicate full marks.	
Q.1	(a)	Write the difference between Service Marketing and Product Marketing, with examples.	07
	(b)	Explain the concept of STP (Segmentation ,Targeting and Positioning) Strategy.	07
Q.2	(a)	What is the importance of doing Marketing management for increasing sales.	07
	(b)	Define Marketing Mix and its importance for Making Marketing plan.	07
		OR	
	(b)	Explain the different types of Distribution channels for Marketing.	07
Q.3	(a)	Why study of Buyer's Behavior is required for doing marketing of any product, with factors explain the concept.	07
	(b)	Define briefly all stages of Product Life cycle.	07
		OR	
Q.3	(a)	What is Branding? How packaging plays important role for branding.	07
	(b)	What is the role of Internal Communication on service marketing?	07
Q.4	(a)	What are different types of Service industries are there in India. Role of Hotel Industry in Indian Economy.	07
	(b)	What is Direct Marketing and modes of Doing Direct Marketing? OR	07
Q.4	(a)	Define importance of Sales Management for the growth of company.	07
	(b)	Relationship between Sales management and Marketing Management.	07
Q.5	(a)	How the growth of technology has changed the mode of marketing? Explain.	07
	(b)	Explain SWOT,PESTLE analysis from the point of view of marketing planning	07
		OR	
Q.5	(a)	What is E-Marketing and give the new trends now-a-days coming in hotel industry for E-marketing	07
	(b)	Explain CRM and MIS with example.	07
