Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V • EXAMINATION – WINTER • 2014

Subject Code: 151502 **Date: 03-12-2014**

Subject Name: Advertising, Sales and Distribution Management

Time: 10.30 am - 01.00 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)**	What role does marketing play in society?	**07**
	(b)	What is marketing and explain the basic functions of marketing.	**07**
Q.2	**(a)**	What are the ways and means to identify and select a typical market, explain with example?	**07**
	(b)	Explain the types of advertisement techniques that can be used for printer.	**07**
		OR	
	(b)	What are the types of sales promotion activities and explain its suitability.	**07**
Q.3	**(a)**	How can an effectiveness of sales promotion activities be judged?	**07**
	(b)	Explain the role of marketing manager in today's world of fierce competition.	**07**
		OR	
Q.3	**(a)**	Explain a typical distribution channel with refrigerator as an example	**07**
	(b)	Differentiate vertical marketing and direct marketing.	**07**
Q.4	**(a)**	Explain the problems of marketing channel design.	**07**
	(b)	What the role of channel communication in marketing in product distribution?	**07**
		OR	
Q.4	**(a)**	What are the factors that influence distribution channel?	**07**
	(b)	Discuss the factors that affect material transportation and handling	**07**
Q.5		Write note on any two :	**14**

1. Role of cost in advertisement.
2. Consumer behavior and marketing.
3. E-marketing.
4. Marketing decision making.

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