Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V • EXAMINATION – WINTER • 2014

Subject Code: 151504 **Date: 08-12-2014**

Subject Name: Marketing 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)**	Define Marketing. Explain role of Marketing Manager.	**07**
	(b)	What is market segmentation? Discuss various bases for segmenting Industrial product.	**07**
Q.2	**(a)**	Explain the significance of consumer buying behavior in Small Scale Industry.	**07**
	(b)	Is product testing and test market fruitful for marketers?	**07**
		OR	
	(b)	"Social marketing is one of the recent innovations in modern marketing". Explain.	**07**
Q.3	**(a)**	What are the different stages of product life cycle and explain the strategies used in each stages of PLC.	**07**
	(b)	Justify "Market research is base of sound market decision". Also explain steps in framing market research report.	**07**
		OR	
Q.3	**(a)**	Explain Marketing Mix along with suitable example.	**07**
	(b)	How stages of New product development helps company to offer innovative products in market. Explain.	**07**
Q.4	**(a)**	Design marketing strategy for perfume manufacturing company.	**07**
	(b)	Discuss the importance of budgeting in advertising.	**07**
		OR	
Q.4	**(a)**	Packaging is one of the important factor for sales. Justify.	**07**
	(b)	What are the different pricing strategies for the company?	**07**
Q.5	**(a)**	Distinguish between domestic marketing and international marketing.	**07**
	(b)	What is marketing audit?	**07**
		OR	
Q.5	**(a)**	Discuss the various methods of sales force size in detail.	**07**
	(b)	Explain Wholesaling and classify Industrial products.	**07**

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