Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

HMCT – SEMESTER – V • EXAMINATION – WINTER 2014

Subject Code: 153305 **Date: 06/12/2014**

Subject Name: Marketing Management

Time: 10:30 am to 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 understand by Marketing Management,explain.	**07**
	(b)	What are the responsibilities of a marketing manager?	**07**
Q.2	**(a)**	Explain all the elements of Marketing environment.	**07**
	(b)	Difference between Service Marketing mix and Product Marketing Mix.	**07**
		OR	
	(b)	Difference between Service and Product.	**07**
Q.3	**(a)**	Explain with examples – STP (Segmenation,Targeting and Positioning)	**07**
	(b)	Which kind of marketing strategies applied at all different 4 stages of the product life cycle?	**07**
		OR	
Q.3	**(a)**	What do you mean by Brand and how companies are doing Branding?	**07**
	(b)	How buyer's behavior is affected by different factors?	**07**
Q.4	**(a)**	What are the different service industries in India?	**07**
	(b)	Difference between direct Marketing and E-Marketing.	**07**
		OR	
Q.4	**(a)**	How packaging can effect the branding of a product?	**07**
	(b)	What is CRM (Customer Relationship Marketing)?	**07**
Q.5	**(a)**	How a company does Competition analysis and SWOT analysis?	**07**
	(b)	What are the different mode of advertisement?	**07**
		OR	
Q.5	**(a)**	Which factors can affect the International Marketing plan,with example explain.	**07**
	(b)	How Hotel industry is doing marketing for their services and products	**07**

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