

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MAM - SEMESTER- VI • EXAMINATION – SUMMER • 2015**

**Subject Code: 4160501****Date: 30-05-2015****Subject Name: Marketing Management****Time: 10.30 am – 01.30 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 is Marketing? Explain the different marketing concepts in detail. **07**  
 (b) Explain the process of marketing which can be used by modern marketing manager. **07**
- Q.2** (a) Explain elements of marketing mix in detail. **07**  
 (b) What do you mean by marketing environment? Explain in detail internal and external marketing environment. **07**
- OR**
- (b) Write a detailed note on changing marketing environment. **07**
- Q.3** (a) Explain consumer decision making process in detail. **07**  
 (b) What are the different factors affecting consumer behavior? Explain in detail. **07**
- OR**
- Q.3** (a) What do you mean by market segmentation? What factors should be considered while deciding market segmentation. **07**  
 (b) Explain the product positioning of Nano cars in Indian market. **07**
- Q.4** (a) Explain in detail product life cycle process with suitable example. **07**  
 (b) How a new product should be developed by a company? What are the different steps through which a product is required to be successfully passed out? **07**
- OR**
- Q.4** (a) Define product concept and classification of product in detail **07**  
 (b) Explain the terms Branding, packaging, labeling in detail, with suitable example. **07**
- Q.5** (a) Explain the different Methods of price determination which is normally used in marketing firm. **07**  
 (b) Explain the concept of Integrated marketing communication in detail. **07**
- OR**
- Q.5** (a) Differentiate between New product pricing strategy and promotional pricing strategy. **07**  
 (b) Explain the different tools of promotion which are normally used by a modern marketing manager. **07**

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