Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

Subject Code: 4160501

MBA (AM)- SEMESTER - VI EXAMINATION - WINTER 2016

Subject Name: Marketing Management Time: 10:30am to 01:30pm Total Marks: 70 Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.			Total Marks: 70	
Q.1	(a) (b)	Distinguish between a marketing concept and a selling concept. Explain the Meaning of Relationship Marketing and surrogate Marketing with Example.	07 07	
Q.2	(a) (b)	Write short note on Marketing Mix. What do you understand by Marketing Environment of an organization? Discuss the importance of it. OR	07 07	
	(b)	How do social-cultural factors affect consumer Behavior.	07	
Q.3	(a)	Explain the extended Marketing Mix for Services? Explain the Importance of each with Example?	07	
	(b)	What is Positioning? Explain any Six Positioning strategies with example. OR	07	
Q.3	(a)	Explain the Consumer decision Making Process for a person who wants to buy a Mobile Phone.	07	
	(b)	Explain Level of product with example.	07	
Q.4	(a) (b)	Distinguish between packaging and labeling. Write a short note on Product Life Cycle. OR	07 07	
Q.4	(a)	Explain the meaning of Product line, Product Mix, Product width and product depth with example.	07	
	(b)	What do you understand by Branding? Explain the Important of Branding.	07	
Q.5	(a)	What is meant by price? Explain the objectives of the pricing policy of a business firm.	07	
	(b)	Briefly discuss different type of Advertising OR	07	
Q.5	(a)	Explain the Meaning of following Pricing Strategy with example. (1) Odd Pricing (2) Market-Skimming Pricing (3) Market- Penetration Pricing	07	
	(b)	What do you mean by IMC? Explain the Reasons for the increasing Importance of IMC.	07	

Date: 20/10/2016