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GUJARAT TECHNOLOGICAL UNIVERSITY

		MBA - SEMESTER-II • EXAMINATION – SUMMER 2013	
Subject Code: 2820005 Date: 22-0		Code: 2820005 Date: 22-05-2013	
Гітє	e: 10: ctions 1. 2.	Name: Marketing Management 30am – 01:30pm Total Marks: 70 Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a) (b)	Explain the basic philosophies of marketing. Discuss the various factors affecting consumer buying behavior.	07 07
Q.2	(a) (b)	Discuss the various steps involved in new product development Discuss the various advertising budget methods OR	07 07
	(b)	What are the different steps involved in personnel selling? Explain.	07
Q.3	(a) (b)	Explain the steps of marketing plan How is consumer market different from business market OR	07 07
Q.3	(a) (b)	Discuss the various marketing environments. Explain the basis for segmenting the consumer market	07 07
Q.4	(a) (b)	What are various pricing methods? Explain each in detail Define sales promotion. Explain the different sales promotion tools OR	07 07
Q.4	(a) (b)	Define services and explain the characteristics of services. What are the functions of intermediaries? Explain.	07 07
Q.5	(a) (b)	Explain the strategies of market challenger. Explain the nature and scope of marketing management OR	07 07
Q.5	(a) (b)	What are the various stages of PLC and strategies in these stages Define public relation and explain its tools.	07 07
