Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (PM) – SEMESTER –9 • EXAMINATION – WINTER - 2016

Subject Code: 4390202 **Date: 19/11/2016**

Subject Name: Marketing Management

Time:10:30 am to 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)**	Enlist the philosophies for guiding marketing efforts and discuss any three of them in detail.	**07**
	(b)	Enlist promotion budget methods and discuss any two of them in detail.	**07**
Q.2	**(a)**	Develop at least two product concepts along with the frame work to test them for the product idea of producing a powder to add to milk to increase its additional value and taste.	**07**
	(b)	Explain the business strategic - planning process.	**07**
		OR	
	(b)	Discuss the factors contributed to packaging's growing use as a marketing tool.	**07**
Q.3	**(a)**	Discuss types and causes of channel conflicts.	**07**
	(b)	A state government wants to equip the students studying in colleges situated in semi urban areas with lap tops in free. Suggest the buying process of lap tops for the state government.	**07**
		OR	
Q.3	**(a)**	Discuss marketing channel functions and flows with suitable example/s.	**07**
	(b)	Define the term "marketing channels". Being a "channel manager" for the firm gearing up to launch LED bulbs, describe a channel- design decisions taking suitable assumptions.	**07**
Q.4	**(a)**	Define services and explain the characteristics of services.	**07**
	(b)	Define marketing research and discuss the scope of it.	**07**
		OR	
Q.4	**(a)**	Enlist the message execution styles and explain any four of them in detail.	**07**
	(b)	Define public relations and explain any four of its tools.	**07**
Q.5	**(a)**	Describe key characteristics of advertising and direct marketing.	**07**
	(b)	Explain various methods of business goods market testing.	**07**
		OR	
Q.5	**(a)**	Give a list of consumer promotional tools and explain any four of them in detail.	**07**
	(b)	Discuss the practices of green marketing in modern times.	**07**

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