

GUJARAT TECHNOLOGICAL UNIVERSITY**B.E. Sem-Vth Examination December 2010****Subject code: 151504****Subject Name: Marketing Management****Date: 21 /12 /2010****Time: 03.00 pm - 05.30 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) Explain the concept of marketing mix, and detail various factors that determine it. **07**

(b) Discuss social marketing as important marketing concept. Quote examples. **07**

Q.2 (a) Discuss crucialness of market segmentation, explaining why it is essential to identify and understand various segments. **07**

(b) Discuss various factors responsible for the growth of marketing concept. Take a case of Fast Moving Consumer Goods. **07**

OR

(b) Discuss role played by consumer behavior in inception of a new product. Cite example of any product. **07**

Q.3 (a) Success of marketing depends up on identifying and selecting specific market. Criticise. **07**

(b) Discuss major stages in new product development process and role of test marketing. **07**

OR

Q.3 (a) Discuss appropriate marketing strategies for each stage of product life cycle. **07**

(b) Discuss product packaging, and various Products & packaging factors to be considered in packaging design. Take an example of perfume packaging. **07**

Q.4 (a) Discuss basis for sales-force design in any organization. Discuss merits and demerits of alternative designs, and determination of sales force size. **07**

(b) Discuss pricing strategies. Discuss characteristics of pricing decision in marketing of engineering products. **07**

OR

Q.4 (a) Define advertising. Discuss role of consumer research in advertising decisions. **07**

(b) Discuss marketing mix. Describe the Screening considerations as applied to marketing mix. **07**

Q.5 (a) Write a brief note on choice of Advertising agencies and media decisions. Quote an example of sports equipment manufacturing company. - Budgets, branding, packaging & measurement of effectiveness **07**

(b) How would you measure effectiveness of advertising? Discuss effectiveness as measured in societal marketing. **07**

OR

Q.5 (a) Explain basic channels of distributions with examples. **07**

(b) Write a brief note on international Marketing. Also detail choice of media for international marketing. **07**
