

GUJARAT TECHNOLOGICAL UNIVERSITY**BE SEM-V Examination-Nov/Dec.-2011****Subject code: 151504****Date: 03/12/2011****Subject Name: Marketing Management****Time: 2.30 pm -5.00 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) Discuss market research and its scope. Take an example of sports equipment. 07

(b) Discuss identification and selection of market. Discuss taking an example of any private sector bank. 07

Q.2 (a) Discuss what you understand by consumer behavior. How would consumer behavior be affected in case of adverse rumors against the product being launched? 07

(b) Discuss: Role of a marketing manager is proactive rather than reactive. 07

OR

(b) Discuss determination of a market research agency for a product having social impact. 07

Q.3 (a) Discuss role of test marketing and major stages in new product development process. 07

(b) Discuss product packaging. What are the factors to be considered while designing a package? Take an example of packaging of chocolates. 07

OR

Q.3 (a) Discuss determination of a product mix. Elaborate using an example of sweets as a product. 07

(b) Discuss screening considerations in developing a new product. 07

Q.4 (a) Discuss pricing strategies. Discuss characteristics of pricing decision in marketing of commercial products. 07

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

OR

Q.4 (a) Discuss the meaning of sales-force design. Discuss importance of determination of appropriate sales force size. 07

(b) Discuss basic channels of distribution. Consider Ice-cream as a product. 07

Q.5 (a) Discuss classification of industrial products. 07

(b) Discuss basic steps in marketing control system. 07

OR

Q.5 (a) Discuss international marketing in brief, elaborating its key distinguishing features from domestic marketing. 07

(b) Discuss budgeting concerns in an advertising decision. 07
