Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- Vth SEMESTER–EXAMINATION – MAY/JUNE - 2012

Subject code: 151504 Date: 07/06/2012

Subject Name: Marketing Management

Time: 02:30 pm – 05:00 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)**	Define marketing. Discuss importance of marketing for society and industries.	**07**
	(b)	Write short note: Basic functions of marketing.	**07**
Q.2	**(a)**	Explain how consumer behavior affects market of any organization with example.	**07**
	(b)	Write note: Importance of market Research	**07**
		OR	
	(b)	With example, how will you do market research for any industry?	**07**
Q.3	**(a)**	What is product planning? How it is to be carried out?	**07**
	(b)	Write note: Product life cycle.	**07**
		OR	
Q.3	**(a)**	Explain with example, packaging factors to be considered for packaging design.	**07**
	(b)	Write note: The role of marketing managers.	**07**
Q.4	**(a)**	What are the main difficulties faced by any industry to price its products?	**07**
	(b)	Discuss various pricing methods to fix up sales price of any product. Which is the best method? Why?	**07**
		OR	
Q.4	**(a)**	Explain major approaches to pricing any product.	**07**
	(b)	Discuss the method of pricing to fix up sales price of cement manufacturing unit.	**07**
Q.5	**(a)**	Define advertizing. What factors will you considered for making an excellent advertize for Washing powder?	**07**
	(b)	Write note: Advertizing agencies and media decision.	**07**
		OR	
Q.5	**(a)**	Differentiate retail v/s International marketing.	**07**
	(b)	What is channel of distribution? Suggest channel of distribution to supply CEMENT to retailer for M/S PNG (P) Ltd., MORBI(GUJARAT)	**07**

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