

GUJARAT TECHNOLOGICAL UNIVERSITY**BE – SEMESTER V • EXAMINATION – WINTER - 2012****Subject code: 151504****Date: 23-01-2013****Subject Name: Marketing Management****Time: 02:30 pm to 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) “Marketing is War”- Do you agree? Discuss the statement by explaining role of a marketing manager in today’s highly competitive environment. **07**
- (b) Explain the marketing mix with practical examples. **07**
- Q.2** (a) What is Marketing Research? What is the importance of a marketing research before designing the marketing strategy? **07**
- (b) Write a short note on consumer’s behaviour towards products or services. **07**
- OR**
- (b) What do you mean by Market Segmentation? Discuss the various bases for segmenting business market. **07**
- Q.3** (a) Which marketing strategies are suitable for a marketing manager at each stages of product life cycle? **07**
- (b) Discuss major stages for developing a new product in the market. **07**
- OR**
- Q.3** (a) Packaging is considered 5th P of marketing. Discuss various factors to be considered for product packaging. **07**
- (b) Explain product item, product line, and product mix and product line-extension with respect to bathing shop category. **07**
- Q.4** (a) How can a firm determine the prices for its products? Discuss the various methods for pricing. **07**
- (b) Explain the importance of budgeting in advertising decision. **07**
- OR**
- Q.4** (a) In the developing nation like India, price is the most important factor for the purchase decision. Why? Discuss it with the objectives of pricing. **07**
- (b) Explain any three of the following terms: **07**
- i. Advertising
- ii. Sales Promotion
- iii. Viral Marketing
- iv. Internet Advertising
- Q.5** (a) Explain the basic channels of distribution with examples. **07**
- (b) Write a short note on Marketing Audit. **07**
- OR**
- Q.5** (a) How can you classify the industrial products? **07**
- (b) Discuss international marketing in brevity. **07**
