

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-V • EXAMINATION – WINTER 2013

Subject Code: 151504**Date: 09-12-2013****Subject Name: Marketing Management****Time: 10.30 am - 01.00 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) What do you understand by marketing ? Explain the marketing management process. **07**
(b) What is market segmentation ? Discuss various bases for segmenting consumer market. **07**
- Q.2** (a) What is marketing mix ? Explain how it helps in determining the marketing strategy. **07**
(b) “Marketing executive always faces challenges” – Explain. **07**
- OR**
- (b) Explain the characteristics of culture and the influence of the culture on consumer decision making process. **07**
- Q.3** (a) Discuss various approaches to conduct marketing research. **07**
(b) Discuss the usefulness of marketing research in understanding customers and competitors. **07**
- OR**
- Q.3** (a) How crucial is product mix for profit optimization ? Discuss by taking example of ‘Mobile operator companies’. **07**
(b) Explain product life cycle with suitable example. **07**
- Q.4** (a) Discuss price determination in imperfect competition. **07**
(b) “Channels of distribution used are different for different products”. – Explain. **07**
- OR**
- Q.4** (a) A TMT Steel bar manufacturing company wants to promote its sales in the market. Suggest any three sales Promotion techniques for the purpose. **07**
(b) How does good packaging enhance the marketability of a product ? **07**
- Q.5** (a) What does physical distribution mean? Explain four important decision areas in management of physical distribution. **07**
(b) Describe the procedure to build up a model for marketing decision. **07**
- OR**
- Q.5** (a) Distinguish between national and international marketing. **07**
(b) Discuss methods of determining sales force size. **07**
