

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V • EXAMINATION – WINTER • 2014****Subject Code: 151504****Date: 08-12-2014****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) Define Marketing. Explain role of Marketing Manager. **07**
(b) What is market segmentation? Discuss various bases for segmenting Industrial product. **07**
- Q.2** (a) Explain the significance of consumer buying behavior in Small Scale Industry. **07**
(b) Is product testing and test market fruitful for marketers? **07**
- OR**
- (b) “Social marketing is one of the recent innovations in modern marketing”. Explain. **07**
- Q.3** (a) What are the different stages of product life cycle and explain the strategies used in each stages of PLC. **07**
(b) Justify “Market research is base of sound market decision”. Also explain steps in framing market research report. **07**
- OR**
- Q.3** (a) Explain Marketing Mix along with suitable example. **07**
(b) How stages of New product development helps company to offer innovative products in market. Explain. **07**
- Q.4** (a) Design marketing strategy for perfume manufacturing company. **07**
(b) Discuss the importance of budgeting in advertising. **07**
- OR**
- Q.4** (a) Packaging is one of the important factor for sales. Justify. **07**
(b) What are the different pricing strategies for the company? **07**
- Q.5** (a) Distinguish between domestic marketing and international marketing. **07**
(b) What is marketing audit? **07**
- OR**
- Q.5** (a) Discuss the various methods of sales force size in detail. **07**
(b) Explain Wholesaling and classify Industrial products. **07**
