

GUJARAT TECHNOLOGICAL UNIVERSITY
HMCT – SEMESTER – V • EXAMINATION – WINTER 2014

Subject Code: 153305**Date: 06/12/2014****Subject Name: Marketing Management****Time: 10:30 am to 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 understand by Marketing Management,explain. **07**
(b) What are the responsibilities of a marketing manager? **07**
- Q.2** (a) Explain all the elements of Marketing environment. **07**
(b) Difference between Service Marketing mix and Product Marketing Mix. **07**
- OR**
- (b) Difference between Service and Product. **07**
- Q.3** (a) Explain with examples – STP (Segmenation,Targeting and Positioning) **07**
(b) Which kind of marketing strategies applied at all different 4 stages of the product life cycle? **07**
- OR**
- Q.3** (a) What do you mean by Brand and how companies are doing Branding? **07**
(b) How buyer's behavior is affected by different factors? **07**
- Q.4** (a) What are the different service industries in India? **07**
(b) Difference between direct Marketing and E-Marketing. **07**
- OR**
- Q.4** (a) How packaging can effect the branding of a product? **07**
(b) What is CRM (Customer Relationship Marketing)? **07**
- Q.5** (a) How a company does Competition analysis and SWOT analysis? **07**
(b) What are the different mode of advertisement? **07**
- OR**
- Q.5** (a) Which factors can affect the International Marketing plan,with example explain. **07**
(b) How Hotel industry is doing marketing for their services and products **07**
