

GUJARAT TECHNOLOGICAL UNIVERSITY**B. E. Sem. - V - Examination – June- 2011****Subject code: 151504****Subject Name: Marketing Management****Date: 30/06/2011****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 ? Describe how the latest concept of marketing came in to the existence. **07**
(b) What role a marketing manager has to play in these competitive situations ? **07**

- Q.2** (a) What is market segmentation ? Discuss various bases for segmenting consumer market. **07**
(b) A middle class family, consists of a husband, a wife and two children, wanted to buy their own home. Explain how the purchasing decision will be made. **07**

OR

- (b) “Social marketing is one of the recent innovations in modern marketing”. Explain. **07**

- Q.3** (a) What is marketing mix ? Explain how it helps in determining the marketing strategy. **07**
(b) “Marketing research is the basis of sound marketing decisions.”- Explain. Also discuss various advantages which the marketing research provides to the manufacturers. **07**

OR

- Q.3** (a) How the concept of product life cycle is useful to the marketer ? List the stages of PLC. **07**
(b) Explain the terms product item, product line and product mix with appropriate examples. **07**

- Q.4** (a) “Advertising is for quicker results while sales promotion is for long term benefits.” Do you agree ? – Discuss. **07**
(b) How will you arrive at an initial price of a product ? **07**

OR

- Q.4** (a) What is imperfect competition ? Describe price determination under it. **07**
(b) “Packaging and Branding helps to stimulate the sales” – Explain with suitable illustrations. **07**

- Q.5** (a) Why channels of distribution are needed ? What channels of distribution would you recommend for marketing an industrial chemical. **07**
(b) Discuss various methods of determining sales force size in brief. **07**

OR

- Q.5** (a) How international marketing differs from national marketing considering environmental factors ? **07**
(b) Write short note on marketing audit. **07**
