

GUJARAT TECHNOLOGICAL UNIVERSITY**B. HMCT – SEMESTER – V • EXAMINATION – WINTER 2013****Subject Code: 153305****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) Write the difference between Service Marketing and Product Marketing, with examples. **07**
 (b) Explain the concept of STP (Segmentation ,Targeting and Positioning) Strategy. **07**
- Q.2** (a) What is the importance of doing Marketing management for increasing sales. **07**
 (b) Define Marketing Mix and its importance for Making Marketing plan. **07**
- OR**
- (b) Explain the different types of Distribution channels for Marketing. **07**
- Q.3** (a) Why study of Buyer's Behavior is required for doing marketing of any product, with factors explain the concept. **07**
 (b) Define briefly all stages of Product Life cycle. **07**
- OR**
- Q.3** (a) What is Branding? How packaging plays important role for branding. **07**
 (b) What is the role of Internal Communication on service marketing? **07**
- Q.4** (a) What are different types of Service industries are there in India. Role of Hotel Industry in Indian Economy. **07**
 (b) What is Direct Marketing and modes of Doing Direct Marketing? **07**
- OR**
- Q.4** (a) Define importance of Sales Management for the growth of company. **07**
 (b) Relationship between Sales management and Marketing Management. **07**
- Q.5** (a) How the growth of technology has changed the mode of marketing? Explain. **07**
 (b) Explain SWOT, PESTLE analysis from the point of view of marketing planning **07**
- OR**
- Q.5** (a) What is E-Marketing and give the new trends now-a-days coming in hotel industry for E-marketing **07**
 (b) Explain CRM and MIS with example. **07**
