

Seat No.: _____
No. _____

Enrolment

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-II • EXAMINATION – SUMMER 2013

Subject Code: 2820005

Date: 22-05-2013

Subject Name: Marketing Management

Time: 10:30am – 01:30pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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| Q.1 | (a) | Explain the basic philosophies of marketing. | 07 |
| | (b) | Discuss the various factors affecting consumer buying behavior. | 07 |
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| Q.2 | (a) | Discuss the various steps involved in new product development | 07 |
| | (b) | Discuss the various advertising budget methods | 07 |
| OR | | | |
| | (b) | What are the different steps involved in personnel selling? Explain. | 07 |
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| Q.3 | (a) | Explain the steps of marketing plan | 07 |
| | (b) | How is consumer market different from business market | 07 |
| OR | | | |
| Q.3 | (a) | Discuss the various marketing environments. | 07 |
| | (b) | Explain the basis for segmenting the consumer market | 07 |
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| Q.4 | (a) | What are various pricing methods? Explain each in detail | 07 |
| | (b) | Define sales promotion. Explain the different sales promotion tools | 07 |
| OR | | | |
| Q.4 | (a) | Define services and explain the characteristics of services. | 07 |
| | (b) | What are the functions of intermediaries? Explain. | 07 |
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| Q.5 | (a) | Explain the strategies of market challenger. | 07 |
| | (b) | Explain the nature and scope of marketing management | 07 |
| OR | | | |
| Q.5 | (a) | What are the various stages of PLC and strategies in these stages | 07 |
| | (b) | Define public relation and explain its tools. | 07 |
