Seat No.:	Enrolment No.
Scat 110	Em unitent 110.

GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-V- EXAMINATION - SUMMER 2016

	_	BE - SEMESTER-V- EXAMINATION - SUMMER 2010	
Subj	ect C	Code: 151504 Date: 17/0	05/2016
_		Name: Marketing Management (Institute Elective - II)	
		:30 PM to 05:00 PM Total Ma	arks: 70
Instru	ictions 1	:: Attempt all questions.	
	2.	Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	Discuss role played by Market research in higher market penetration. Take an example of packed processed food.	07
	(b)	Discuss identification and selection of market. Discuss taking an example of setting up a departmental store.	07
Q.2	(a)	Discuss consumer behavior, and describe how it is affected during festive season, and the reasons thereof.	07
	(b)	,	07
		OR	
	(b)	_	07
Q.3	(a)	Discuss role of test marketing and major stages in new product development process. Take an example of scratch-removing products for automobiles.	07
	(b)		07
		OR	
Q.3	(a)	industry.	07
	(b)	Discuss screening considerations in developing a new product.	07
Q.4	(a)	Discuss pricing strategies. Discuss characteristics of pricing decision in case of new product launch.	07
	(b)		07
		OR	
Q.4	(a)	Discuss the meaning of sales-force design. Discuss importance of right size of sales force, taking an example of a jeweler.	07
Q.4	(b)	Discuss basic channels of distribution. Consider petrol/diesel distribution as an example.	07
Q.5	(a)	Classify and describe industrial products.	07
-	(b)	Discuss basic steps in marketing control system. OR	07
Q.5	(a)	Discuss how international marketing differs from domestic marketing.	07
	(b)	Discuss hudgeting concerns in an advertising decision	07

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