Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V EXAMINATION – WINTER 2015

Subject Code: 151504 **Date:14/12/2015**

Subject Name: Marketing Management

Time: 10:30am to 1:00pm **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)**	Define marketing. How it is useful to our society?	**07**
	(b)	What is market? Explain some of the major differences between a consumer market and an industrial market.	**07**
Q.2	**(a)**	What role a marketing manager has to play in these competitive situations?	**07**
	(b)	What is marketing mix? Explain how it helps in determining the marketing Strategy.	**07**
		OR	
	(b)	"Social marketing is one of the recent innovations in modern marketing". Explain.	**07**
Q.3	**(a)**	"Packaging and Branding helps to stimulate the sales" – Explain with suitable illustrations.	**07**
	(b)	Discuss major stages for developing a new product in the market.	**07**
		OR	
Q.3	**(a)**	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**
	(b)	Differentiate between the following: (i) Selling & Marketing (ii) Seller's market & Buyer's market.	**07**
Q.4	**(a)**	Write a short note on consumer's behaviour towards products or services.	**07**
	(b)	Discuss budgeting concerns in an advertising decision.	**07**
		OR	
Q.4	**(a)**	How can you classify the industrial products?	**07**
	(b)	Write short note on 'Marketing Control System'.	**07**
Q.5	**(a)**	How the concept of product life cycle is useful to the marketer? List the stages of PLC.	**07**
	(b)	Explain any three of the following terms: i. Advertising ii. Sales Promotion iii. Viral Marketing iv. Internet Advertising	**07**
		OR	
Q.5	**(a)**	How international marketing differs from national marketing considering Environmental factors?	**07**
	(b)	Write short note on marketing audit.	**07**

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