Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER–V EXAMINATION – WINTER 2015

Subject Code: Marketing Management **Date:10/12/2015**
Subject Name: 153305
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)**	Explain 7 P's of Marketing in detail.	**07**
	(b)	Explain Market segmentation concept in detail.	**07**
Q.2	**(a)**	Explain Marketing Mix and Service Marketing Mix relation.	**07**
	(b)	Explain steps for developing Pricing strategies.	**07**
		OR	
	(b)	Explain Marketing Distribution Channel in detail.	**07**
Q.3	**(a)**	Explain concept of Branding and Packaging.	**07**
	(b)	Give Meaning of Advertisement and Mediums of Advertisements.	**07**
		OR	
Q.3	**(a)**	Explain Buyer Behaviour and factors affecting of buyer behaviour.	**07**
	(b)	Explain role of Communication in Service Marketing.	**07**
Q.4	**(a)**	Explain concept of Direct Marketing with proper examples.	**07**
	(b)	Define Sales Management concept in detail.	**07**
		OR	
Q.4	**(a)**	Explain different types of Service Industries in India.	**07**
	(b)	As a professional in hotel industry, what do you think about emerging trends of Marketing in hotel industry?	**07**
Q.5	**(a)**	Explain Customer Relationship Marketing (CRM) concept.	**07**
	(b)	Explain Marketing Information System .(MIS)	**07**
		OR	
Q.5	**(a)**	Give your Ideas about role of E marketing & Technological advancement for advertising in hotel industry?	**07**
	(b)	Explain Key decisions and strategies for Global services Marketing.	**07**

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