Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE – SEMESTER – V (NEW) EXAMINATION – WINTER 2015

Sul Tin	Subject Code: 2151502 Subject Name: Advertising, Sales & Distribution 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) (b)	Discuss importance of marketing in the society. Explain the knowledge marketing management for any Industrial engineer.	07 07
Q.2	(a) (b)	Explain the concept and basic functions of marketing . Explain Model for making marketing decisions OR	07 07
	(b)	Write note: Decision making – Problems & difficulties in marketing.	07
Q.3	(a) (b)	Explain identification and selection markets for any product. Write note: The role of marketing managers OR	07 07
Q.3	(a) (b)	Discuss Managing advertising & sales promotion for any product. Write note: Importance of consumer behavior in marketing	07 07
Q.4	(a) (b)	Discuss Types, cost and suitability of various advertisements. Write note: sales promotion techniques OR	07 07
Q.4	(a)	How you assessing the effectiveness of various types of advertisements? Discuss.	07
	(b)	Write note: Marketing channel design and behavioral process.	07
Q.5	(a) (b)	Distinguish between Vertical Marketing and Direct Marketing, Discuss how assessment of the performance of channels members. OR	07 07
Q.5	(a) (b)	Explain Facilitation of the flow of product from the point of raw material, acquisition to the point of final consumption in marketing. Write note: Material Transportation and Handling.	07 07
	(D)	write note. Material Transportation and Transming.	U/
