Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM – SEMESTER 06– • EXAMINATION – WINTER 2015

Subject Code: 4160501 **Date: 30/11/2015**

Subject Name: Marketing Management

Time:02.30 PM TO 05.30 PM **Total Marks: 70**

Instructions:

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

Q1.	**(a)**	What is Marketing Management? How is Marketing and Selling different? Explain with suitable examples.	**07**
	(b)	What is the Scope of Marketing? Comment on how the changing scope of Marketing has affected the importance of Marketing?	**07**
Q2.	**(a)**	List down the challenges faced by Marketing in the 21st Century.	**07**
	(b)	What are the various environmental factors influencing marketing decisions? Explain with an example, why is it necessary to monitor the external environment?	**07**
		OR	
	(b)	Explain the extended Marketing Mix for Services? Explain the Importance of each?	**07**
Q3	**(a)**	Explain the Consumer Decision Making Process for a person wanting to buy a Laptop.	**07**
	(b)	What do you mean by Market Segmentation? What are the criteria for successful marketing Segmentation?	**07**
		OR	
	(a)	What is Positioning? Explain how one can create a successful position in the market with an example?	**07**
	(b)	How can effective market segmentation help in taking product differentiation decisions? Explain with examples.	**07**
Q4	**(a)**	Classify the Products into various categories. Give examples for each.	**07**
	(b)	What are the challenges faced by a company during different stages of product Life Cycle. How to overcome these challenges.	**07**
		OR	
	(a)	Define Brand? What are the attributes of a strong brand	**07**
	(b)	What is a label? What role does a label play in demand of the product?	
Q5	**(a)**	What do you mean by Price? What is the importance of Pricing?	**07**
	(b)	Explain the following Pricing strategies: o Promotional Pricing strategy o Differential Pricing strategy	**07**
		OR	
	(a)	Define Advertising? What are five "Ms" of advertising?	**07**
	(b)	What is Sales Promotion? Explain any 3 Sales promotion tools?	**07**

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