

GUJARAT TECHNOLOGICAL UNIVERSITY**MTM– SEMESTER 9 EXAMINATION – WINTER 2015****Subject Code: 4290102****Date: 17/12/2015****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.

- Q.1** (a) Describe the steps involved in consumer buying process. Discuss the influencing role of various psychological factors involved in consumer decision making. **07**
- (b) Explain the different patterns of target market selection with the help of examples. **07**
- Q.2** (a) Describe the role and importance of packaging for success of the product. **07**
- (b) Describe the stages of strategic planning process for the business unit. **07**
- OR**
- (b) What is customer perceived value? Explain the available options to improve the customer perceived value. **07**
- Q.3** (a) Discuss any of the methods of establishing the total marketing communications budget with an example. **07**
- (b) Explain the impact of new technologies on marketing strategies with examples. **07**
- OR**
- Q.3** (a) What decisions do companies face in designing their channels? Which are the steps involved in designing a channel system? **07**
- (b) What is an Integrated Marketing Communication Program? Discuss the 5 M's of Advertising? **07**
- Q.4** (a) Discuss the concept of product life cycle (PLC) along with distinguished characteristics of each stage of PLC. **07**
- (b) Explain the types of pricing methods and also discuss the different Product Mix pricing strategies. **07**
- OR**
- Q.4** (a) Discuss various strategies used for promotional pricing and differentiated pricing. **07**
- (b) What is Product Line? Discuss some decisions related to the Product Line Length with a suitable example **07**
- Q.5** (a) What is marketing research? Discuss the various steps of the marketing research process. **07**
- (b) Define Services. Explain the characteristics of services, and How are they different from goods? **07**
- OR**
- Q.5** (a) Discuss in detail the process for new product development. **07**
- (b) Define the relationship marketing. How relationship marketing is important for Holistic marketing concept? **07**
