GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER–V EXAMINATION – SUMMER 2021

Subject Code:153305   **Date: 21/09/2021**
Subject Name:Marketing Management
Time: 02.30PM to 05.00PM   **Total Marks:70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Simple and non-programmable scientific calculators are allowed.**

			MARKS
Q.1	**(a)**	What do you understand by mission statement of an organization.	**03**
	(b)	What is SWOT analysis.	**04**
	(c)	Write down the 7p's of marketing.	**07**
Q.2	**(a)**	Write down the difference between product & service marketing.	**03**
	(b)	Write down the characteristics of services.	**04**
	(c)	What do you mean by segmentation in marketing.	**07**
		OR	
	(c)	Define targeting and positioning of service.	**07**
Q.3	**(a)**	What do you understand by pricing strategy.	**03**
	(b)	What are the different marketing distribution channels.	**04**
	(c)	Explain:-i)Branding ii)Packaging	**07**
		OR	
Q.3	**(a)**	Define advertising. What are the medium of advertising.	**03**
	(b)	Why it is important to read buyer behavior in marketing.	**04**
	(c)	Explain product life cycle.	**07**
Q.4	**(a)**	What is the role of communication in service marketing.	**03**
	(b)	Why internal communication process is important.	**04**
	(c)	Write down the process of operation and delivery of services.	**07**
		OR	
Q.4	**(a)**	Define sales management.	**03**
	(b)	Write down the different type of service industry in India.	**04**
	(c)	What is the role of service industry to the economy of country.	**07**
Q.5	**(a)**	Write down the growth of hotel industry.	**03**
	(b)	What do you mean by forecasting demand.	**04**
	(c)	Define:-i)CRM ii)MIS	**07**
		OR	
Q.5	**(a)**	Explain E-marketing.	**03**
	(b)	What is the role of technology in marketing.	**04**
	(c)	What should be strategies for global services marketing.	**07**

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