

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER-V EXAMINATION – SUMMER 2022

Subject Code:153305

Date:14-06-2022

Subject Name:Marketing Management

Time:10:30 AM TO 01:00 PM

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 pricing strategy.	03
	(b) What are the different marketing distribution channels.	04
	(c) Explain:-i)Branding ii)Packaging	07
Q.2	(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
<b>OR</b>		
Q.3	(c) Define targeting and positioning of service.	07
	(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	
<b>OR</b>		
Q.3	(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
Q.4	(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
<b>OR</b>		
Q.4	(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
Q.5	(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
<b>OR</b>		
Q.5	(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

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