

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER– V EXAMINATION – SUMMER 2023****Subject Code:153305****Date:01-07-2023****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.

- Q.1** (a) Account for the growing importance of marketing and explain various functions of marketing **07**
(b) Is marketing mix different or same for goods and services? Describe the Marketing Mix for Service Industries **07**
- Q.2** (a) What is meant by market segmentation? What are the criteria of successful market segmentation in services marketing? **07**
(b) Discuss various micro and macro factors affecting Marketing environment. What techniques can be used to evaluate the marketing environment? **07**
- OR**
- (b) What do you mean by price and pricing? Discuss the factors affecting pricing decisions in marketing? **07**
- Q.3** (a) Explain the various stages of Product life cycle. **07**
(b) Explain product. Explain different types of products with suitable example. **07**
- OR**
- Q.3** (a) Design a buyer behavior for purchase of durable goods. **07**
(b) Briefly explain the Internet Marketing strategies. **07**
- Q.4** (a) What are the components of physical distribution? Write in details about the appropriate marketing channels. **07**
- OR** **07**
- Q.4** (a) Communication makes the difference in marketing? Is Packaging essential for any product and way of communication? Discuss **07**
(b) What do you mean by Digital Marketing? And also discuss the advantages of Digital Marketing. **07**
- Q.5** (a) Evaluate the role, scope and importance of Marketing Information system. **07**
(b) Sales management is important in both goods and services marketing. Discuss. **07**
- OR**
- Q.5** (a) What do you mean by customer retention? Is CRM is helpful to retain customer retention? **07**
(b) Explain various strategies for global services marketing. **07**
