GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER– V EXAMINATION – SUMMER 2024

Subject Code: 153305   **Date:27-05-2024**
Subject Name: Marketing Management
Time:02:30 PM TO 05:00 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)**	Explain the term 'Service Marketing'?	**03**
	(b)	Define the term 7 Ps of Marketing?	**04**
	(c)	Explain the Consumer buying behavior?	**07**
Q.2	**(a)**	What do you understand by Characteristics of Services?	**03**
	(b)	Define the term 'Sales Promotion'?	**04**
	(c)	What are the factors which affect the marketing decision?	**07**
		OR	
	(c)	Illustrate the concept of Service Marketing Mix?	**07**
Q.3	**(a)**	Explain the role of advertisement in marketing?	**03**
	(b)	Define Personal selling?	**04**
	(c)	What are the pricing strategies / packaging in marketing process?	**07**
		OR	
Q.3	**(a)**	What is product life cycle, discuss with a neat diagram?	**03**
	(b)	What do you understand by Merchandise Management?	**04**
	(c)	Explain the role of IT in Marketing & Branding?	**07**
Q.4	**(a)**	Explain "Franchising" Process?	**03**
	(b)	Differentiate b/w Products & Services?	**04**
	(c)	Explain the role & function of the marketing in relation to enterprise and economy.	**07**
		OR	
Q.4	**(a)**	Explain the term Direct Marketing?	**03**
	(b)	Tell us a few factors which can be considered for the sales management?	**04**
	(c)	What are the modern service marketing traits?	**07**
Q.5	**(a)**	Define CRM?	**03**
	(b)	Definition of E- Commerce?	**04**
	(c)	Explain the role of Digital Marketing in hotel industry?	**07**
		OR	
Q.5	**(a)**	Define the concept International Marketing of Services?'	**03**
	(b)	What do you understand by key decisions for Global Marketing?	**04**
	(c)	What are the policies for market distribution channels in India?	**07**

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