

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-V EXAMINATION – SUMMER 2025

Subject Code:153305

Date:20-05-2025

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.

- Q.1** (a) Define the concept of Service Marketing. **03**
(b) Brief about Role of Communication in Service Marketing. **04**
(c) What is the role of Distribution Channels in Marketing. **07**

- Q.2** (a) What is Marketing Mix? **03**
(b) Explain advantages of direct marketing **04**
(c) What are the advantages and disadvantages of Advertising & Promotion? **07**

OR

- (c) Describe Product Life Cycle with suitable diagram. **07**

- Q.3** (a) Define Market Segmentation. **03**
(b) What are the components of micro environment? **04**
(c) Give details about different Type of Service Industry in India. **07**

OR

- Q.3** (a) What is Packaging? **03**
(b) How demand forecasting helps in marketing? **04**
(c) Elucidate characteristics of Services. **07**

- Q.4** (a) Short note on current trends global services marketing. **03**
(b) Explain in short about Customer Relationship Marketing. **04**
(c) How is modern technology useful for Hotel Marketing? **07**

OR

- Q.4** (a) What is Macro Environment? **03**
(b) Brief the difference between product mix and service mix. **04**
(c) Elaborate on 7 P's of Marketing. **07**

- Q.5** (a) What is Buying Behavior? **03**
(b) Write a short note on Pricing Strategy **04**
(c) Explain in detail about Competition Analysis & Customer Relationship Marketing. **07**

OR

- Q.5** (a) Define demographics. **03**
(b) Short note on Marketing Information System. **04**
(c) Explain the stages of buyer Decision Process. **07**
