

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BH- SEMESTER- V EXAMINATION – WINTER 2018

Subject Code:153305

Date:29/11/2018

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.**

Q.1 (a) Explain the importance of people, physical evidence and process in service marketing mix. **07**

(b) Discuss the components of Micro Environment. **07**

Q.2 (a) Define segmentation and types of segmentation with examples. **07**

(b) How are services different than products? Write in detail the characteristics of services. **07**

OR

(b) Define targeting and positioning of services. **07**

Q.3 (a) State the pricing strategy a new resort hotel should follow and why? **07**

(b) Discuss the importance of selecting the right distribution channel for services. **07**

OR

Q.3 (a) Define Product lifecycle stages and strategies used at various stages. **07**

(b) Mention the factors affecting the strategic branding decisions for a new Italian restaurant in your area. **07**

Q.4 (a) Explain the ways in which one can communicate effectively about their brand. **07**

(b) What are the various Macro environment factors affecting business decisions. **07**

OR

Q.4 (a) What are the advantages and disadvantages of sales promotion and direct marketing? **07**

(b) Explain the need and importance of collective bargaining in an organization. **07**

- Q.5 (a)** What is the contribution of hotel industry to the Indian economy **07**
(b) Importance of Advertising in today's scenario **07**

OR

- Q.5 (a)** E-Commerce a boon or a curse- Explain. **07**
(b) Discuss E marketing with examples of social media tools. **07**
