

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER- V EXAMINATION – WINTER 2019****Subject Code: 153305****Date: 20/11/2019****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.

		MARKS
Q.1	(a) Write a note on Nature and Role of Service	03
	(b) Discuss in detail about Marketing Management.	04
	(c) Explain product life cycle with example.	07
Q.2	(a) Write a note on Direct Marketing	03
	(b) Difference between Service Marketing Mix and Product Marketing Mix.	04
	(c) What is demand forecasting for a product?	07
OR		
	(c) What is the contribution of hotel industry to the Indian economy?	07
Q.3	(a) Define Advertising.	03
	(b) Characteristics of services.	04
	(c) Explain the 7 P's of marketing with example.	07
OR		
Q.3	(a) Discuss the meaning of Segmentation.	03
	(b) Explain marketing distribution channels.	04
	(c) What are the advantages and disadvantages of sales promotion.	07
Q.4	(a) What is E-marketing?	03
	(b) What are brand elements? Explain with examples.	04
	(c) What are the various Macro environment factors affecting business decisions.	07
OR		
Q.4	(a) MIS (Marketing Information system).	03
	(b) Write in detail steps involved in developing pricing strategy.	04
	(c) How to develop a pricing strategy?	07
Q.5	(a) Write a note on positioning of services.	03
	(b) Explain the meaning of targeting.	04
	(c) Mention the factors affecting the strategic branding decisions for a new Italian restaurant in your area.	07
OR		
Q.5	(a) Discuss CRM (Customer Relationship Marketing).	03
	(b) Explain in detail the BCG model of product portfolio.	04
	(c) Classification of services.	07
