

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-V EXAMINATION – WINTER 2020****Subject Code:153305****Date:01/02/2021****Subject Name:Marketing Management****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 (a) What are the disadvantages of direct marketing?	03
(b) What is physical evidence? Explain physical evidence with reference to a restaurant.	04
(c) Explain the importance of packaging. How to use packaging as a marketing tool?	07
Q.2 (a) What is experience curve? How does it impact pricing?	03
(b) Compare E - Marketing and M - Marketing.	04
(c) How to analyse customer relationships of a business? Explain in the light of customer relationship marketing.	07
Q.3 (a) Briefly explain the 5 Ms of advertising.	03
(b) What is Multi-branding and Sub-branding?	04
(c) What is marketing environment? Explain the components of micro-environment.	07
Q.4 (a) What is the role of communication in the marketing of services?	03
(b) Explain the classification of advertisements based on the objectives of advertisement.	04
(c) What is segmentation? Explain different variables of market segmentation.	07
Q.5 (a) What are the different modes of entry into an international market?	03
(b) What is the role of service industry in Indian economy?	04
(c) What is demand forecasting? Explain different demand forecasting methods.	07
Q.6 (a) What is product adaptation? Explain with the help of an example.	03
(b) What is the role of sales team in marketing?	04
(c) What is direct marketing? Explain different modes of direct marketing.	07
Q.7 (a) What is concentrated marketing strategy? Explain with the help of an example.	03
(b) What are the distribution channels in hospitality industry?	04
(c) Explain the components of strategic marketing planning.	07
Q.8 (a) What is perceptual mapping? Explain with the help of examples.	03
(b) What are the objectives of setting pricing strategy?	04
(c) Explain the stages in planning a service product.	07
