

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER-V EXAMINATION – WINTER 2021

Subject Code:153305

Date:29/12/2021

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.**
- 4. Simple and non-programmable scientific calculators are allowed.**

		MARKS
Q.1	(a) Write a note on Direct Marketing	03
	(b) Difference between Service Marketing Mix and	04
	(c) ProductWhat is demand forecasting for a product?	07
Q.2	(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
OR		
	(c) What is the contribution of hotel industry to the Indian economy?	07
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
OR		
Q.3	(a) Define Advertising.	03
	(b) Characteristics of services.	04
	(c) Explain the 7 P's of marketing with example.	07
Q.4	(a) Discuss CRM (Customer Relationship Marketing).	03
	(b) Explain in detail the BCG model of product portfolio.	04
	(c) Classification of services.	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) 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**
