

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT- SEMESTER-V EXAMINATION – WINTER 2022****Subject Code:153305****Date:17-01-2023****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.
5. Draw flow chart / layout wherever required.

	<b>Marks</b>
<b>Q.1</b> (a) What is E-marketing?	<b>03</b>
(b) Compare E - Marketing and M - Marketing.	<b>04</b>
(c) Define CRM. Explain the different modes of entry into an international market?	<b>07</b>
<b>Q.2</b> (a) What do you mean by the term forecasting?	<b>03</b>
(b) What are the disadvantages of direct marketing?	<b>04</b>
(c) What is demand forecasting? Explain different demand forecasting methods.	<b>07</b>
<b>OR</b>	
(c) Explain different type of service industry in India and its role to the economy of country.	<b>07</b>
<b>Q.3</b> (a) Define Branding.	<b>03</b>
(b) What is Multi-branding and Sub-branding?	<b>04</b>
(c) Explain advertisement in detail and the different medium of advertisement.	<b>07</b>
<b>OR</b>	
<b>Q.3</b> (a) Why it is important to read buyer behavior in marketing.	<b>03</b>
(b) Define concentrated marketing strategy with examples?	<b>04</b>
(c) Explain product life cycle with example.	<b>07</b>
<b>Q.4</b> (a) What are the distribution channels in hospitality industry?	<b>03</b>
(b) Difference between Service Marketing Mix and Product Marketing Mix.	<b>04</b>
(c) Explain the components of strategic marketing planning in detail.	<b>07</b>
<b>OR</b>	
<b>Q.4</b> (a) What are the objectives of setting pricing strategy?	<b>03</b>
(b) What is experience curve? How does it impact pricing?	<b>04</b>
(c) Write in detail steps involved in developing pricing strategy.	<b>07</b>
<b>Q.5</b> (a) Discuss the meaning of Segmentation.	<b>03</b>
(b) Write a note on Nature and Role of Service.	<b>04</b>
(c) Explain 7 P's of marketing in detail with examples.	<b>07</b>
<b>OR</b>	
<b>Q.5</b> (a) Discuss the meaning of Marketing Management.	<b>03</b>
(b) What are the characteristics of services?	<b>04</b>
(c) Explain in detail the different variables of market segmentation with example.	<b>07</b>

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