

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER- V EXAMINATION – WINTER 2023****Subject Code:153305****Date:13-12-2023****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.

- Q.1** (a) What is E Marketing? **03**
(b) Explain the meaning of branding and positioning. **04**
(c) Write a note on Product Life Cycle. **07**
- Q.2** (a) What is CRM? **03**
(b) What are the mediums of advertising? **04**
(c) Explain the process of operation and delivery of services. **07**
- OR**
- (c) Write a detailed note on Market Segmentation.
- Q.3** (a) What is sales management? **03**
(b) Explain characteristics of Services. **04**
(c) Explain marketing environment and components of micro environment. **07**
- OR**
- Q.3** (a) What is MIS? **03**
(b) What is the meaning of targeting? **04**
(c) Write a note on 7 Ps of Marketing. **07**
- Q.4** (a) What is the role of communication in Marketing? **03**
(b) Explain marketing distribution channels. **04**
(c) Elaborate on classification of services. **07**
- OR**
- Q.4** (a) What is the meaning of demand forecasting? **03**
(b) Write a note on perceptual mapping. **04**
(c) Explain the components of strategic marketing planning. **07**
- Q.5** (a) State the difference between product mix and service mix. **03**
(b) What is the role of technology in Marketing? **04**
(c) Explain the steps in developing pricing strategy. **07**
- OR**
- Q.5** (a) Define sales promotion. **03**
(b) Explain disadvantages of direct marketing. **04**
(c) Explain demand forecasting methods. **07**
