

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-V EXAMINATION – WINTER 2024****Subject Code:153305****Date:30-11-2024****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) Define marketing management and its importance.	03
(b) Explain the 7 P's of marketing in the context of service marketing.	04
(c) How does service marketing differ from product marketing?	07
Q.2 (a) What is the role of segmentation in service marketing?	03
(b) How do marketers use targeting and positioning for services?	04
(c) Explain the significance of the marketing environment for service providers.	07
OR	
(c) What is the relationship between the traditional marketing mix and the service marketing mix?	07
Q.3 (a) What factors influence pricing strategies for services?	03
(b) Discuss the role of distribution channels in service marketing.	04
(c) How do service organizations manage logistics and physical distribution?	07
OR	
Q.3 (a) What are the unique challenges of branding services?	03
(b) Discuss the role of packaging in service marketing.	04
(c) How do companies use advertising for services, and what are the most effective mediums?	07
Q.4 (a) Discuss the role of communication in service marketing.	03
(b) How does internal communication within a service organization affect service delivery?	04
(c) Explain the importance of people in service marketing.	07
OR	
Q.4 (a) How do service companies conduct competition analysis?	03
(b) What is Customer Relationship Marketing and why is it important for service businesses?	04
(c) Explain the role of a Marketing Information System (MIS) in service marketing.	07
Q.5 (a) Define direct marketing and its significance in services.	03
(b) What are the key elements of sales management in service organizations?	04
(c) Describe the different types of service industries in India.	07
OR	
Q.5 (a) What are the challenges of international service marketing?	03
(b) Discuss the role of technology in global services marketing.	04
(c) What are the key strategies for global services marketing?	07
