

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER- V (New) EXAMINATION – WINTER 2019****Subject Code: 2151502****Date: 04/12/2019****Subject Name: Advertising, Sales and Distribution 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.

		MARKS
Q.1	(a) Why marketing research is required?	03
	(b) What are the characteristics of a good brand name?	04
	(c) Discuss the qualities which a marketing executive must possess. In which area he/she must be expert?	07
Q.2	(a) What is market segmentation?	03
	(b) How would you measure effectiveness of advertising?	04
	(c) Describe the procedure to build up a model for making marketing decision.	07
	OR	
	(c) Discuss the scope and challenges faced by the organized retailing in India.	07
Q.3	(a) What is 'marketing audit'?	03
	(b) Explain the terms product item, product line and product mix.	04
	(c) Write note: sales promotion tools.	07
	OR	
Q.3	(a) What do you understand by channels of distribution?	03
	(b) Write a short note on 'Green marketing'.	04
	(c) How can you evaluate the performance of channel members?	07
Q.4	(a) What is PLC?	03
	(b) Why is price an important variable in the marketing mix?	04
	(c) What is the difference between personal selling, advertising and sales promotion?	07
	OR	
Q.4	(a) What is personal selling?	03
	(b) Mention any four objectives of advertising.	04
	(c) What are the factors which affect the consumer behavior?	07
Q.5	(a) Explain any two types of salesmen.	03
	(b) State any five advantages of salesmen ship.	04
	(c) Discuss decision on media in advertising.	07
	OR	
Q.5	(a) Explain uses of sales forecasting.	03
	(b) Why any good product fails in market?	04
	(c) Write note on 'Modern trends in packaging'.	07
