

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V (NEW) EXAMINATION – SUMMER 2019****Subject Code: 2151502****Date: 31/05/2019****Subject Name: Advertising, Sales and Distribution Management****Time: 02:30 PM TO 05:00 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) What is personal selling?	03
	(b) Mention any four objectives of advertising.	04
	(c) Discuss various methods used to train the sales man.	07
Q.2	(a) Explain uses of sales forecasting.	03
	(b) What are the steps to arrive at the marketing decision?	04
	(c) Write note on 'Necessity for channels of distribution'.	07
	OR	
	(c) Discuss the scope and challenges faced by the organized retailing in India.	07
Q.3	(a) "Marketing is the main problem for any industry?" Criticize the statement.	03
	(b) Discuss identification and selection of market.	04
	(c) Write note: sales promotion tools.	07
	OR	
Q.3	(a) Explain any two types of salesmen.	03
	(b) State any five advantages of salesmen ship.	04
	(c) How can you evaluate the performance of channel members?	07
Q.4	(a) Why any good product fails in market?	03
	(b) Discuss determination of a product mix.	04
	(c) What is the difference between personal selling, advertising and sales promotion?	07
	OR	
Q.4	(a) What is PLC?	03
	(b) Why is price an important variable in the marketing mix?	04
	(c) What are the factors which affect the consumer behavior?	07
Q.5	(a) What is market segmentation?	03
	(b) How would you measure effectiveness of advertising?	04
	(c) Discuss Decision on media in advertising.	07
	OR	
Q.5	(a) Why marketing research is required?	03
	(b) What are the characteristics of a good brand name?	04
	(c) Write note on 'Modern trends in packaging'.	07
