

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V (NEW) EXAMINATION – WINTER 2018****Subject Code:2151502****Date:16/11/2018****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) Define Marketing.	03
	(b) Explain how Marketing concept differs from Selling concept.	04
	(c) Discuss the qualities which a marketing executive must possess. In which area he/she must be expert ?	07
Q.2	(a) List out the key functions of marketing.	03
	(b) Explain in short how Marketing is useful to the society.	04
	(c) Describe the procedure to build up a model for making marketing decision.	07
	OR	
	(c) Discuss the external forces that have considerable influence on any organization's marketing system.	07
Q.3	(a) Define marketing mix.	03
	(b) What is market segmentation ? What is the main purpose of Market segmentation?	04
	(c) Suggest a suitable market segmentation strategy for the manufacturer of bicycle.	07
	OR	
Q.3	(a) Distinguish between marketing information system and marketing research.	03
	(b) Discuss important applications (scope) of marketing research.	04
	(c) A family consists of a husband, wife and two children, wanted to buy a Motor car. Explain how the purchasing decision will be made.	07
Q.4	(a) What is an advertisement media ?	03
	(b) Explain difference between personal selling, advertising and sales promotion.	04
	(c) Describe in detail the advertisement you like the most keeping in mind its importance from marketing point of view.	07
	OR	
Q.4	(a) What are the key characteristics of a good brand name?	03
	(b) Explain the terms product item, product line and product mix.	04
	(c) What are the different methods of price determination ? Explain them briefly along with their advantages and limitations.	07
Q.5	(a) What do you understand by channels of distribution?	03
	(b) Why channels of distribution are needed ?	04
	(c) Discuss various methods of determining sales force size in brief.	07
	OR	
Q.5	(a) What is 'marketing audit' ?	03
	(b) Write a short note on 'Green marketing'.	04
	(c) How can you evaluate the performance of channel members?	07
