

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V(New) • EXAMINATION – WINTER 2016

Subject Code:2151502

Date:19/11/2016

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.

- Q.1 GIVE ANSWER IN SHORT: (Each of one mark) 14
- (1). What is marketing?
(2) Is any difference between marketing and sales?
(3) What types of cost including in advertising?
(4) Which is the best advertising media for any ceramic company? Why?
(5) What is the main objective of the market research?
(6) Which is the best sales promotion tool ? Why?
(7) What is market segmentation?
(8) How will you decide sales price?
(9) What are the methods of sales forecast?
(10) What are the qualities of good marketing manager?
(11) Why any good product fails in market?
(12) What is e- marketing?
(13) How will you measure consumer behavior ?
(14) What is the role of an industrial engineer in marketing?
- Q.2 (a) Discuss importance of consumer behavior for marketing management. 03
(b) Why marketing research is required? Discuss the factors responsible 04
For its rapid growth in modern times.
(c) Write note: sales promotion tools 07
OR
Write note: social marketing.
- Q.3 (a) How would you measure effectiveness of advertising ? 03
(b) Discuss strength & weaknesses of the following advertising media : 04
T.V. & Internet.
(c) Discuss importance of channels of distribution for any organization 07
OR
- Q.3 (a) Explain the basis for segmenting consumer markets selecting a 03
Particular product.
(b) “Packaging helps to stimulate sales” – Explain with suitable 04
Illustrations.
(c) Write note: Channel of distribution. 07
- Q.4 (a) Discuss the qualities which a marketing executive. 03
(b) Why is price an important variable in the marketing mix? Discuss the pricing 04

objectives.

- (c) What are the characteristics of a good brand name? In the light of these characteristics evaluate any popular brand for: (i) Milk Products and (ii) Cell phones 07
OR
- Q.4 (a) Write note on: Channel communication and information systems. 03
(b) How will you arrive at the decision of buying a car? Explain the sets involved in arriving at the decision. 04
(c) Write note: E-marketing and its future in India. 07
OR
- Q.5 (a) Explain uses of sales forecasting. 03
(b) Discuss the scope and challenges faced by the organized retailing in India. 04
(c) write note: Scope of retail marketing in India 07
OR
- Q.5 (a) “Marketing is the main problem for any industry?” Criticize the statement. 03
(b) What are the main problems faced by marketing manager in any industry? 04
(c) Write note: Retail marketing in India 07