

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA (AM)– SEMESTER – VI EXAMINATION – WINTER 2016**

**Subject Code: 4160501**  
**Subject Name: Marketing Management**  
**Time: 10:30am to 01:30pm**

**Date: 20/10/2016****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a) Distinguish between a marketing concept and a selling concept. 07  
 (b) Explain the Meaning of Relationship Marketing and surrogate Marketing with Example. 07
- Q.2 (a) Write short note on Marketing Mix. 07  
 (b) What do you understand by Marketing Environment of an organization? Discuss the importance of it. 07
- OR
- (b) How do social-cultural factors affect consumer Behavior. 07
- Q.3 (a) Explain the extended Marketing Mix for Services? Explain the Importance of each with Example? 07  
 (b) What is Positioning? Explain any Six Positioning strategies with example. 07
- OR
- Q.3 (a) Explain the Consumer decision Making Process for a person who wants to buy a Mobile Phone. 07  
 (b) Explain Level of product with example. 07
- Q.4 (a) Distinguish between packaging and labeling. 07  
 (b) Write a short note on Product Life Cycle. 07
- OR
- Q.4 (a) Explain the meaning of Product line, Product Mix, Product width and product depth with example. 07  
 (b) What do you understand by Branding? Explain the Important of Branding. 07
- Q.5 (a) What is meant by price? Explain the objectives of the pricing policy of a business firm. 07  
 (b) Briefly discuss different type of Advertising 07
- OR
- Q.5 (a) Explain the Meaning of following Pricing Strategy with example. 07  
 (1) Odd Pricing  
 (2) Market-Skimming Pricing  
 (3) Market- Penetration Pricing
- (b) What do you mean by IMC? Explain the Reasons for the increasing Importance of IMC. 07

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