

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBASummer2017 - 18 Examination

Semester: 4

Subject Code: (06101252)

Subject Name: (Marketing management-I)

Date: (/03/2018)

Time: (1hr: 30min)

Total Marks: 30

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (03)

1.Full form of DAGGMR

2.Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is

- | | |
|--|--------------------------|
| a)Any paid type of non-personal promotion and presentation of goods. | c)Events and experiences |
| b)Direct marketing | d)Advertising |

3.Testingbefore launching a product is known as

- | | |
|----------------|--------------------|
| a) Acid test | c) concept testing |
| b) Market test | d) Test Marketing |

B).Definition (02)

1. Sales Promotion
2. Product

Q.2 Answer the following questions.

A). Discuss product types of with examples. (05)

B). Explain five M's of advertising (05)

Q.3 Answer the following questions.

A).Explain new product development process of VESPA (05)

B).Explain different types of sales promotion strategies (05)

Q.4 Explain Product Life cycle and its strategies with the example of Maggie. (05)