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No. of Printed Pages : 1

SEAT No. _____

SARDAR PATEL UNIVERSITY

S Y BBA (Honours) (HM & T&TM) (4 Years)

Semester- IV Examination

2018

Thursday, 19th April

10:00 A.M. to 12:00 P.M.

**SUBJECT : Marketing Management for Hospitality & Tourism
(UM04CBBH05/T05)**

Total Marks : 60

Q-1 Define 'Marketing' and 'Marketing Management'. Describe scope of (15)
marketing in detail.

OR

Q-1

[A] Explain importance of Marketing. (08)

[B] Discuss six competing concepts of Marketing. (07)

Q-2 Define 'Marketing Mix'. Explain marketing mix (4 P) in detail. (15)

OR

Q-2 Explain various effective segmentation criteria. (15)

Q-3 Define 'Product Life Cycle'. Explain various stages of product life (15)
cycle with strategies.

OR

Q-3 What do you mean by segmentation? Explain Geographic, (15)
Demographic, Psychographic and Behaviour in detail.

Q-4 Explain product decision including line, length, width and depth. (15)

OR

Q-4 Discuss place and promotion decision in detail. (15)

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