

3/A23

SEAT No. _____

No. of Printed Pages : 01

SARDAR PATEL UNIVERSITY

S Y BBA (Honours) (HM) (4 Years)

Semester- IV Examination

2019

Saturday, 13th April

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

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

Total Marks : 60

Q-1 Discuss scope of marketing with suitable examples. (15)

OR

Q-1 Explain six competing concepts and importance of marketing. (15)

Q-2 Define 'Marketing Mix'. Explain marketing mix (4 P) with respect to Hospitality Industry. (15)

OR

Q-2 Explain various effective segmentation criteria including Measurable, Substantial, Accessible, Differentiable and Actionable Positioning. (15)

Q-3 Define 'Product Life Cycle'. Discuss different strategies to be used at various stages of product life cycle. (15)

OR

Q-3 Define 'Segmentation'. Explain Geographic, Demographic, Psychographic and Behaviour in detail with respect to Hospitality Industry. (15)

Q-4 Explain the concept of Promotion. Explain promotion mix components. (15)

OR

Q-4 Write a note on : Pricing and Place decision (15)

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