

SEAT No. _____

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Sardar Patel University
Vallabh Vidyanagar

Class: SYBBA (Honours) (HM & TTM) (3 Years) Semester - III

Subject : Marketing Management for Hospitality and Tourism

Code: UM03CBBH07

Date & Day: 7/01/2021, Thursday

Time: 10:00 AM TO 12:00 PM

Total Marks: 60

Attempt any four Questions

Q: 1 Define "Marketing and "Marketing Management". Discuss Six Competing concepts of Marketing.

Q: 2 Discuss scope and importance of Marketing.

Q: 3 What do you mean by Product Life Cycle? Discuss various strategies to be used at different stages of PLC.

Q: 4 Discuss in detail 4 P's of Marketing.

Q: 5 Discuss four segmentation – Geographic, Demographic, Psychographic and Behavioral.

Q: 6 Discuss the criteria for effective segmentation. Also, explain in brief Targeting and Positioning.

Q: 7 Write Management Strategies for Service Business.

Q: 8 What is Service? How it differs from Goods. Discuss four services Characteristics.

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