

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

[10]

**Sardar Patel University**  
Vallabh Vidyanagar

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

**Subject : Marketing Management for Hospitality and Tourism**  
**Code: UM03DBBH/T21**

**Date & Day: 7/01/2021, Tuesday**

**Time: 10:00 AM TO 12:00 PM**

**Total Marks: 60**

**Attempt any four Questions**

- Q: 1 Discuss Scope and importance of Marketing (10 entities)
- Q: 2 Discuss Six Competing concepts of Marketing.
- Q: 3 What do you mean by Product Life Cycle, discuss.
- Q: 4 Discuss following four segmentations
- Geographic
  - Demographic
  - Psychographic
  - Behavior
- Q: 5 Discuss 4 P's of Marketing.
- Q: 6 Discuss in brief Segmentation and Targeting and Positioning.
- Q: 7 Why Services Marketing is important for intangible production services?
- Q: 8 What is a Service?

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