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SARDAR PATEL UNIVERSITY

S.Y. B.B.A. (Hons.) HM/TTM; SEMESTER – III Examination
WEDNESDAY; 28/11/2018
02 PM – 04 PM

MARKETING MANAGEMENT FOR HOSPITALITY & TOURISM

(UM03CBBH07/ UM03CBBT07)

Total Marks: 60

Q:1 Define "Marketing" and "Marketing Management". 15
Discuss Six Competing concepts of Marketing.

OR

Q:1 Discuss scope and importance of Marketing. 15

Q:2 What do you mean by Product Life Cycle? Discuss 15
various strategies to be used at different stages of PLC.

OR

Q:2 Discuss in detail 4 P's of Marketing. 15

Q:3 Discuss four segmentation - Geographic, Demographic, 15
Psychographic and Behavioural.

OR

Q:3 Discuss the criteria for effective segmentation. Also, 15
explain in brief Targeting and Positioning.

Q:4 Write Management Strategies for Service Business. 15

OR

Q:4 What is Service? How it differs from Goods. Discuss four 15
services Characteristics.

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