

SEAT No. _____

No. of Printed Pages : 1

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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: UB03DBBH / T51

Date & Day: 7/01/2021, Thursday

Time: 10:00 AM TO 12:00 PM

Total Marks: 70

Attempt any four Questions

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

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