

B.H.M.C.T. Sem-VII (2010 Course) : SUMMER - 2019

SUBJECT: MARKETING MANAGEMENT

Day: Wednesday
Date: 24/04/2019

S-2019-2481

Time: 02.00 PM To 05.00 PM
Max Marks: 80

N.B.:

- 1) All Questions are **COMPULSORY**
 - 2) Figures to the right indicate **FULL** marks
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Q.1 Attempt any **TWO** of the following: **(16)**

- a) Define Customer Delivered Value. How can it be maximized?
- b) List and describe the stages of New Product Development.
- c) Define Advertising. Briefly describe the characteristics of advertising.

Q.2 Attempt any **TWO** of the following: **(16)**

- a) Write any eight points of differentiation between Services & Physical Goods.
- b) Discuss the following core concepts of marketing:
 - i) Need, Want & Demand
 - ii) Cost, Value & Satisfaction
- c) Explain the behavioral bases of segmentation.

Q.3 Attempt any **TWO** of the following: **(16)**

- a) State the characteristics of Public Relations. Discuss any three tools of Public Relations.
- b) Discuss the current social and economic environment in India.
- c) Briefly discuss the following factors influencing price decisions:
 - i) Product
 - ii) Marketing objectives

Q.4 Attempt any **TWO** of the following: **(16)**

- a) Draw a PLC curve and discuss the objectives and characteristics to be adopted at each stage of PLC.
- b) Draw and briefly discuss the Consumer Behavior Model.
- c) Discuss the following intermediaries used by a hotel :
 - i) Travel Agent
 - ii) Internet

Q.5 Attempt any **TWO** of the following: **(16)**

- a) Briefly explain the concept of Alliances And Franchising.
- b) State the reasons for growth in services industry. Discuss the scope of services.
- c) Briefly discuss the following methods adopted for pricing:
 - i) Cost Plus
 - ii) Factor

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