

B. Sc. (Hospitality & Hotel Administration) Sem – VI 2010 Course) :

SUMMER - 2019

SUBJECT: MARKETING MANAGEMENT

Day: Saturday
Date: 13/04/2019

S-2019-2511

Time: 10.00 AM To 01.00 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) What is Customer Satisfaction? State the advantages of satisfied customer.
- b) Discuss the following factors influencing price:
 - i) Competition
 - ii) Price elasticity.
- c) Define Channel Level. What is Zero Channels? State its advantages.

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

- a) Define Services. Explain the distinguishing characteristics of Services.
- b) Describe the social and technological environment in India.
- c) Define Sales Promotion & discuss its characteristics.

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

- a) Discuss the demographic basis of market segmentation.
- b) Define Advertising. Discuss the types of advertising.
- c) Briefly discuss the steps in New Product Development process.

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

- a) Discuss the strategy adopted for pricing functions in hotels.
- b) Discuss the following factors influencing consumer behavior.
 - i) Role & Status
 - ii) Social Class
- c) State any eight points of differentiation between Selling & Marketing.

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

- a) Define Product. Discuss the levels of a product.
- b) Service industry has witnessed phenomenal growth in recent years – Discuss the scope of Services.
- c) Discuss the following intermediaries used by hotel industry :
 - i) Internet
 - ii) Travel Agent

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