

B.H.M.C.T. SEM-VII (2010 COURSE) : SUMMER - 2018
SUBJECT: MAREKTING MANAGEMENT

Day: Saturday
Date: 28/04/2018

S-2018-2166

Time: 02.00 PM To 05.00 PM
Max. Marks: 80

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) All questions carry **EQUAL** marks.

Q.1 Attempt any **TWO** of the following: **(16)**

- a) Define Advertising. Discuss the characteristics of advertising.
- b) Discuss any two internal and any two external factors influencing pricing decision.
- c) Briefly explain the problems involved in marketing of services and state their solution.

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

- a) What is Direct Marketing? State the advantages and limitations of Direct Marketing.
- b) Briefly explain the following factors influencing consumer behaviour:
i) Family ii) Social Class
iii) Economic circumstances iv) Learning
- c) State the need and importance of promotion. Discuss the various tools of promotion mix.

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

- a) Describe the steps involved in New Product Development.
- b) State any eight points of differentiation between Selling and Marketing.
- c) Briefly explain the demographic basis of market segmentation.

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

- a) Discuss the following factors influence pricing decisions:
i) Product ii) Customer Perception
iii) Marketing objective iv) Demand
- b) What is customer satisfaction? State the benefits of a satisfied customer.
- c) Discuss the scope of Services.

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

- a) Draw a PLC curve. Discuss the objectives and characteristics of the various stages of PLC.
- b) Briefly describe the current economic and technological environment in India.
- c) Discuss the following intermediaries used by hotels:
i) Travel agent
ii) Internet