

B. SC. (HOSPITALITY & HOTEL ADMINISTRATION) SEM – VI
2010 COURSE) : SUMMER - 2018
SUBJECT: MARKETING MANAGEMENT

Day: **Wednesday**
Date: **18/04/2018**

Time: **10.00 AM To 01.00 PM**
Max. Marks: 80

S-2018-2196

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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- Q.1** Attempt Any **TWO** of the following: **[16]**
- a) Draw a PLC curve and briefly discuss the objectives and characteristics at the various stages of PLC
 - b) How will you calculate the cost of lost customers? State any two ways of retaining customers.
 - c) Describe the current cultural environment in India.
- Q.2** Attempt Any **TWO** of the following: **[16]**
- a) State any eight points of differentiation between Physical Goods and Services.
 - b) Discuss the following core concepts of marketing:
 - i) Need, Want and Demand
 - ii) Exchange Transaction and Relationship
 - c) Classify advertising media. Briefly explain any three objectives of advertising.
- Q.3** Attempt Any **TWO** of the following: **[16]**
- a) Discuss any four tools of Public Relations.
 - b) Discuss the concept of Alliances and Franchising.
 - c) Discuss any four factors affecting consumer behavior.
- Q.4** Attempt Any **TWO** of the following: **[16]**
- a) Explain the demographic basis of market segmentation.
 - b) Define Distribution Channel. State any four reasons why intermediaries are necessary.
 - c) Discuss any two internal and any two external factors influencing price.
- Q.5** Attempt Any **TWO** of the following: **[16]**
- a) State discuss the steps involved in the New Product Development process.
 - b) Explain any four characteristics of Services.
 - c) Discuss the pricing strategy adopted for pricing of F and B items.