B. SC. (HOSPITALITY & HOTEL ADMINISTRATION) SEM – VI 2010 COURSE) : WINTER - 2017

SUBJECT: MARKETING MANAGEMENT

Day: **Wednesday** Time: **08.30 AM TO 11.30 AM**
Date: **29/11/2017** Max. Marks: 80

W-2017-1506

N.B.:
1) All questions are **COMPULSORY**.
2) All questions carry **EQUAL** marks.

Q.1 Attempt Any **TWO** of the following: **[16]**

a) Discuss the levels of a product.

b) What is CDV? How can it be maximized?

c) Describe the current social environment in India.

Q.2 Attempt Any **TWO** of the following: **[16]**

a) Define Services. Discuss any two characteristics of services with relevant examples.

b) State any eight differences between Selling and Marketing.

c) Define Sales Promotion. Briefly explain any five tools of Sales promotion.

Q.3 Attempt Any **TWO** of the following: **[16]**

a) Define Advertising. Discuss the characteristics of advertising.

b) Briefly discuss the factors to be considered when making location decisions.

c) Draw and briefly describe the Consumer Behavior model.

Q.4 Attempt Any **TWO** of the following: **[16]**

a) Explain the behavioral bases of market segmentation.

b) Briefly discuss the following factors influencing Price:

i) Product characteristics ii) Price Elasticity

c) Discuss the role of the following intermediaries in the hotel industry:

i) Travel Agent ii) Internet

Q.5 Attempt Any **TWO** of the following: **[16]**

a) Explain any four ways of product differentiation commonly used in the hospitality industry.

b) Discuss the scope of Services.

c) Briefly discuss the Hubbarts formula for establishing room rates.

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