B.H.M.C.T. SEM-VII (2010 COURSE) : WINTER - 2017

SUBJECT: MARKETING MANAGEMENT

Day: **Monday** Time: **12.30 PM TO 03.30 PM**

Date: **20/11/2017** Max. Marks: 80

W-2017-1476

N.B.:

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

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

a) Define Product. Discuss the levels of a product.

b) Discuss the concept of Customer Profitability.

c) Describe the current political and technological environment in India.

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

a) Define Services. Discuss any three 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 Personal Selling and discuss its characteristics.

b) Define Channel Level. Discuss the various levels of channel.

c) Briefly discuss the following factors influencing consumer behavior:

i) Family ii) Role and Status

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

a) Explain the demographic bases of market segmentation.

b) Briefly discuss the following factors influencing price:

i) Marketing objectives ii) Structure of the industry

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

i) Tour Operator ii) Internet

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

a) Discuss the various marketing strategies to be adopted at the various stages of Product Life Cycle.

b) Discuss the scope of Services.

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

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