

Day: Monday

Time: 02:00 PM-04:30 PM

Date: 20-12-2021

W-15196-2021

W-15306-2021

Max. Marks: 60

N.B.:

- 1) All Questions are **COMPULSORY**.
- 2) Answers to questions in Section I & II to be written in the **SAME** answer booklet.

SECTION - I

Q.1) Match the factors influencing price with resulting effect on price: (1 Marks X 6 = 6)

	A		B
i)	Prestige	a)	Highly sensitive to competitor pricing
ii)	Pure competition	b)	Flexible
iii)	Market share leadership	c)	High Price
iv)	Monopolistic competition	d)	Range of prices
v)	Perishability	e)	Low price
vi)	Oligopolistic competition	f)	Single price

Q.2) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Define Advertising and give the classification of advertising media with two examples each.
- b) State the need for product differentiation. Discuss any three ways of differentiating products.
- c) Discuss the role of following intermediaries in the hospitality industry:
 - i) Travel Agent
 - ii) Internet

Q.3) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Explain the following characteristics of services with suitable example:
 - i) Intangibility
 - ii) Heterogeneity
- b) Draw a PLC curve and discuss the marketing strategies adopted at the various stages of PLC.
- c) What is Customer Delivered Value? How can it be maximised?

SECTION - II

Q.4) State True or False ANY SIX (1 Mark X 6 = 6)

- a) Demand is a want backed by the ability to buy and willingness to buy.
- b) Mc Carthy popularized the 4 factor classification – 4P.
- c) Marketing starts with the factory.
- d) Physical Distribution includes all activities involved in making the product affordable.
- e) Price is the exchange value of a product expressed in monetary terms.
- f) Production concept holds that customers will favour those products that offer most quality, performance and innovative features.
- g) Product, Price, Promotion and Physical Distribution are the 4 Ps of Marketing Mix.
- h) Transaction is a trade of values between two or more parties.

Q.5) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) Define Sales Promotion. Explain any four tools of Sales Promotion.
- b) Discuss any two pricing methods adopted for pricing food and beverage items.
- c) Explain **any three** of the following behavioural bases of market segmentation:
 - i) Brand Loyalty
 - ii) Benefits
 - iii) Usage Rate
 - iv) Occassion

Q.6) Attempt any TWO of the following: (6 Marks X 2 = 12)

- a) List any six points of differentiation between Goods and Services.
 - b) Discuss the concept of Alliances and Franchising in distributing hospitality products.
 - c) Draw and briefly discuss Consumer Behavior model.
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