

[7 & 11]

Seat No. ....

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**

**B.B.A. (HON) HM EXAMINATION**

**SEMESTER-III**

**TUESDAY, 06<sup>th</sup> DECEMBER, 2016**

**02:00 PM TO 04:00 PM**

**UM03CBBH07/T07**

**MARKETING MANAGEMENT FOR H & T**

**TOTAL MARKS: 60**

- Note:** 1. Figures to the right indicate marks of the questions.  
2. Answers should be precise and to the point.

- Q.1.** What is marketing management? Explain the scope of marketing with all marketing functions. [15]
- OR**
- Q.1.** Give the definitions of market and marketing. Give an idea about various concepts of marketing. [15]
- Q.2.** What does Marketing Mix mean? Discuss its elements in detail. [15]
- OR**
- Q.2. (A)** Write notes on: (i) Market Targeting & [08]  
(ii) Product Positioning
- (B)** What should be the effective criteria for market segmentation? [07]
- Q.3.** What do you mean by Product Life Cycle (PLC)? Explain the stages of it in detail and give suitable example for each stage. [15]
- OR**
- Q.3. (A)** Define Market Segmentation. Explain demographic and geographic bases for Market Segmentation. [08]
- (B)** Are services dominating the modern economy? If yes then explain. [07]
- Q.4.** What is Service and how it differs from goods? Discuss the characteristics of service. [15]
- OR**
- Q.4.** Discuss any three of the following: (a) Managing service differentiation [15]  
(b) Managing physical surroundings  
(c) Managing employees as a part of product  
(d) Managing service quality.

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