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SEAT No. \_\_\_\_\_

01

[33 &amp; 35]

SARDAR PATEL UNIVERSITY

S.Y.B.B.A (HON-HM) SEM-III EXAMINATION (HM/TTM)

FRIDAY, 24th NOVEMBER, 2017

02:00 PM TO 04:00 PM

MARKETING MANAGEMENT FOR H &amp; T

UM03CBBH07/T07

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 Define the terms market and marketing. Discuss the concepts of marketing in detail. [15]
- OR
- Q.1 (A) What is marketing management? Explain the scope of marketing with all marketing functions. [08]  
(B) Give the importance of marketing management. [07]
- Q.2 Define marketing mix. Describe each and every element of marketing mix in detail. [15]
- OR
- Q.2 What is product life cycle(PLC)? Discuss various stages involved in PLC with suitable diagram and examples. [15]
- Q.3 (A) What are the effective criteria for market segmentation? [08]  
(B) Define market segmentation. Explain demographic and behavior bases for market segmentation. [07]
- OR
- Q.3 (A) Discuss geographic and psychographic bases for market segmentation. [07]  
(B) Explain: Market targeting and Product positioning. [08]
- Q.4 Define the term service. Differentiate between service and goods. Also discuss the characteristics of service. [15]
- OR
- Q.4 Write notes on the following:  
(A) Management strategies for service business. [10]  
(B) Services dominate the modern economy. [05]

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