

(A13A)

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SARDAR PATEL UNIVERSITY
BBA (HONOURS) HM EXAMINATION
SEMESTER - IV- NC
MONDAY, 09TH MARCH, 2015
02:30 P.M. TO 04:30 P.M.
UM04CBBH01
MARKETING MANAGEMENT FOR HOSPITALITY & TOURISM

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

Q.1. Define Market, Marketing and Marketing Management. Explain scope of marketing with examples. **[15]**

OR

Q.1. (A) Discuss importance of marketing in current scenario. **[08]**

(B) Write a note on company orientation towards market place. **[07]**

Q.2. (A) Explain four P's of Marketing mix with example. **[08]**

(B) Write a note on :Product Life Cycle (PLC) **[07]**

OR

Q.2. Explain following concept :

(A) Need, Want & Demand **[08]**

(B) Segmentation, Target Market and Positioning **[07]**

Q.3. Explain meaning and concept of Product. Discuss product mix with example. **[15]**

OR

Q 3. What is price? Explain pricing policies in detail. **[15]**

Q.4. Define Promotion. Discuss promotion mix components with example. **[15]**

OR

Q.4. Write a note on: Place decisions. **[15]**
