

(Time: 2 ½ hours)

Total Marks: 75

N.B: 1. Attempt all questions.**2. Figures to the right indicate full marks.****A) DEFINITIONS****(1 MARK EACH)**

1. Moments Of Truth
2. Service
3. Market Segmentation
4. Market
5. Product

B) FILL IN THE BLANKS**(1 MARK EACH)**

1. Segmenting the market on the basis of different units like nations, states, cities or neighborhood's refers to ____ segmentation.

- a. Hybrid b. Geographic c. Demographic d. Psychographic

2. "Services cannot be separated from the service providers", this statement reflects _____ feature of service

- a. Heterogeneity b. Physical Evidence c. Process d. Inseparability

3. Extended Marketing Mix is about addition of 3 More P's they are People, Physical Evidence and _____

- a. Process b. Planning c. Products d. Price

4. _____ refers to the type of product positioning in which the products positioned claim that they are better than their competitors

- a. Product Positioning b. Attribute Positioning c. User Positioning
d. Competition Positioning

5. Written document containing the guidelines for business center's marketing plans is called as _____

- a. Marketing Goal b. Marketing Mix c. Marketing Plan d. Marketing Write-Up

C) MATCH THE FOLLOWING**(1 MARK EACH)**

A	B
1. Goods	a. Element of promotion mix
2. Selling	b. Direct Distribution Channel
3. Rapidly Rising Sales	c. Feature of tangibility
4. Producer to Consumer	d. Growth Stage of Product Life Cycle
5. Advertising	e. Transfer of goods from producer to consumer

Q2. Answer any three the following questions.

(15 MARKS)

1. Explain in brief any 3 features of Services
2. With the help of an diagram explain the concept of Services Marketing Triad or Services Triangle
3. Define Marketing and write a brief note on the same
4. What are different types of Product Positioning Strategies?
5. Distinguish between Goods and Services
6. What is a Marketing Plan and write in brief any three components of Marketing Plan?

Q3. Answer any three the following questions.

(15 MARKS)

1. What is Hospitality Presentation Mix and write a note on different elements of Presentation Mix
2. Write a note on importance of distribution.
3. Describe and explain in brief the concept of Service Blueprint
4. Write a note on Push Strategy & Pull Strategy
5. Define Pricing and mention what are the main objectives of pricing
6. What is Branding explain in brief the concept of Branding

Q4. Answer any three the following questions.

(15 MARKS)

1. What are those things that the guests of tomorrow will demand from the Hospitality Industry?
Explain in brief
2. What is E-Marketing and what are the major advantages of E-Marketing?
3. Define Consumer Behavior and write in brief about the factors that Influence the Consumer Behavior
4. Explain the importance of Social Networking in marketing products and services?
5. Explain 5 Stages of Purchase Behavior explain with the diagram
6. Explain the following concepts in your own words B2B, B2C and C2C?

Q5. Answer any three the following questions.

(15 MARKS)

1. Explain with the aid of an diagram the concept of Product Life Cycle?
2. Define Sales Promotion and explain what are different types of Sales Promotion?
3. What is relationship marketing and why is it important in today's time of competition?
4. Define Advertising and explain different objectives of Advertising.
