

Roll No.: .....

**SGT UNIVERSITY**  
**END TERM THEORY EXAMINATION JULY -2022**

College/ Faculty of Study:	Hotel And Tourism Management	Year/Semester:	6 <sup>th</sup> Semester
Program:	BHM/ B.Sc. (HA)	Duration:	01:30 Hrs.
Course/Subject:	Hospitality Marketing Management	Maximum Marks:	30
Course/Subject Code:	BHM 07010608 B.Sc. (HA) 07120608	Batch:	2019

**Instructions: -**

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

**SECTION-A**

**(Very Short Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[6X1=6 Marks]**

S. No.	Question	Marks Allotted
1	What is marketing	1
2	What are needs	1
3	What are wants	1
4	Write the 7 P's of marketing	1
5	What is a product	1
6	What are goods	1

**SECTION-B**

**(Short Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[2X2=4]**

S. No.	Question	Marks Allotted
7	What do you mean by events in marketing concept	2
8	Write about ideas and services marketed by marketer	2

**SECTION-C**  
**(Descriptive Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[2X4=8]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
9	What is selling concept	4
10	What is Micro Environment	4

**SECTION-D**  
**(Long Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[2X6=12]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
11	Write a short note on 7 P's of marketing	6
12	Write a note on types of marketing environment	6