

Roll No.:

SGT UNIVERSITY

END TERM THEORY EXAMINATION JULY -2022

College/ Faculty of Study:	Hotel And Tourism Management	Year/Semester:	6 th Semester
Program:	BHM	Duration:	03:00
Course/Subject:	Marketing	Maximum Marks:	60
Course/Subject Code:	07010617	Batch:	2018

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: -

[12X1=12]

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
7	What is promotion?	1
8	What do you mean by marketing intermediaries?	1
9	What is inflation?	1
10	Who are resellers?	1
11	What is marketing mix?	1
12	What is micro environment?	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4X2=8]

S. No.	Question	Marks Allotted
13	What is a consumer product?	2
14	What is an industrial product?	2
15	What do you mean by events in marketing concept?	2
16	Write about ideas and services marketed by marketeer?	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[4X4=16]

S. No.	Question	Marks Allotted
17	What is selling concept?	4
18	What is Direct Channel of Distribution?	4
19	What is Micro Environment?	4
20	Write a note on need ,want and demand?	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[4X6=24]

S. No.	Question	Marks Allotted
21	Write a short note on 7 P's of marketing?	6
22	Write a note on types of marketing environment?	6
23	Write a note on Consumer Product and Industrial Product?	6
24	Write a note on events ,places ,properties and ideas marketed by marketer?	6