

Roll No.:

THEORY SPECIAL SUPPLEMENTARY/RE-APPEAR EXAMINATION NOV-2021

Program:	B.Sc. (HA)	Year/Semester:	6th Semester
Course/Subject:	Marketing	Duration:	03:00 Hrs
Course/Subject Code:	07120604	Maximum Marks:	60
		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 Marks]

S. No.	Question	Marks Allotted
1	What is meaning of advertisement?	1
2	What is market strategy?	1
3	What is market?	1
4	What is need of marketing?	1
5	What is market study?	1
6	What is socially responsible marketing?	1
7	What are non-durable product?	1
8	What is a product?	1
9	What is ethical marketing?	1
10	What is promotion of product means?	1
11	What is end to end selling?	1
12	Who are customers?	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4X2=8 Marks]

S. No.	Question	Marks Allotted
13	What is the importance of guest satisfaction in hospitality industry?	2
14	How hospitality industry product are different from other industry product?	2
15	What is the role of creativity in marketing?	2
16	What do you understand by term business planning?	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[4X4=16 Marks]

S. No.	Question	Marks Allotted
17	Explain what is product and types of products?	4
18	Explain different concept of marketing?	4
19	What is the importance of discussion making in Marketing?	4
20	What is the impact of demographic on buying behaviour of customers?	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[4X6=24 Marks]

S. No.	Question	Marks Allotted
21	Explain 7 P's of marketing?	6
22	Who are distributors and what role do they play in marketing?	6
23	What is the role of effective communication in marketing?	6
24	What other factor are important for the success of hotel other than marketing?	6